

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

September 11 1982

**ASTMS take
court action
over NHS
officers' pay**

**Opren totally
withdrawn**

**Pharmacists'
remuneration
'unrealistic'
say Macarthy's**

**Computers in
Pharmacy
TRIAL FEATURE**

Hermesetas®



The only complete sweetener range.

Pocket and Table Tablet Dispensers,
Liquid and Sprinkle Sweet Powder.



Freedom from attacks

When patients changed to ISMO, 92% reported better control than with their previous therapy.¹

Freedom from GTN

GTN consumption fell from 1,870 doses per week during previous therapy to 296 doses per week on ISMO.¹

Freedom that lasts

ISMO gave improved relief that lasted throughout six month studies. And one tablet usually gave 12 hours of uninterrupted relief.¹

New

ISMO 20

isosorbide 5-mononitrate

Only twice a day in angina

1. Überbacher, H.J., *et al.* Multicentre long term study (awaiting publication)

Ismo 20 Prescribing Information. **Presentation** Ismo 20 are white, uncoated half-scored tablets marked BW/B3, containing 20mg isosorbide mononitrate. **Uses** Angina pectoris. **Dosage and Administration** Normally 40-60mg (2 to 3 tablets) daily, although daily dosage may vary from 20-120mg. Ismo 20 tablets should be administered in divided doses, twice or three times daily, as appropriate. The tablets should be swallowed whole without chewing. Patients not previously receiving prophylactic nitrate therapy should receive 20mg daily (1/2 tablet b.i.d.) for two days. **Contra-indications, Warnings, etc.** Hypersensitivity to isosorbide mononitrate or dinitrate. Nitrate related adverse effects such as headache, dizziness or hypotension, may occur. **Product Licence Number** 0075/0044. **Basic NHS Cost** £8.40 per 100 tablets. 'Ismo' is a Registered Trade Mark.



MCP Pharmaceuticals Limited
Simpson Parkway, Kirkton Camp
Livingston, West Lothian
Tel: Livingston (0506) 412512

CHEMIST & DRUGGIST

Incorporating Retail Chemist

September 11, 1982

Volume 218 No 5336
124th year of publication
ISSN 0009-3033

Editor:
Ronald Salmon MPS
Assistant Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA

Price List Controller:
Colin Simpson

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson
Director: James Lear

Published Saturdays
by Benn Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732-364422
Telex 95132

Subscription:
Home £42 per annum
Overseas & Eire £52 per annum
including postage
85p per copy (postage extra)

Regional advertisement offices:
Midlands: 240-244 Stratford Road,
Shirley, Solihull, W. Midlands B90 3AE
021-744 4427

East Anglia: 71 Welsford Road,
Eaton Risca, Norwich NR4 6QD.
0603 54284.

Scottish: 74 Drymen Road, Bearsden,
Glasgow 041-942 2315

North East and North West: Techno
House, 388-394 Low Lane, Horsforth,
Leeds LS18 4DF 0532-583329

West Country & South Wales:
10 Badminton Road, Downend, Bristol
BS16 6BQ 0272 564827

Benn



Member of the Audit
Bureau of Circulations

CONTENTS

ASTMS action against DHSS

To High Court over officer salaries 408

6pc offer to contractors

On labour costs — but container
inquiry date in dispute 409

A concession in Woolworths

Much-rumoured pharmacy involve-
ment takes shape at Cheltenham 409

Opren withdrawn

But professions get news first 410

Company viewpoint

Vichy and C&D compare a UK
and Continental launch 426

Computers in pharmacy

C&D special feature 434

Macarthy's view of remuneration

Comments in annual report 450

Topical reflections by Xrayser 412

Deaths 412

Prescription specialities 417

Counterpoints 420

Letters 432

Business news 450

Market news; coming events 452

Classified advertisements 453

COMMENT

Word wise

"Clinical pharmacy in community practice can reasonably be defined as 'The application of pharmaceutical knowledge directly to the care of individual patients'. As such, it encompasses a range of advisory and practice activities, including dispensing, counselling, the response by pharmacists to symptoms presented by patients, medicine sales and the provision of general advice on health care."

Thus begins a policy statement by the Council of the Pharmaceutical Society titled "Clinical pharmacy in community practice", published last week in the Society's journal. The policy is largely a restatement of the obvious, and unfortunately does little to stimulate the pharmacist into seizing opportunities he may be missing. It says nothing enlightening about the conflicts of interest that may arise between the professions, nor about how clinical pharmacy should be practised against a background of uncontrolled pharmaceutical distribution and a changing public attitude to medicines and health care.

"Those professional activities have been undertaken traditionally by community pharmacists and only recently have they begun to be known collectively as clinical pharmacy. It is not a new role..." That further quotation from the statement is perhaps worthy of study, because pharmacists are actually being asked to dispense the mixture as before — but with a new label. Unfortunately, the label incorporates a "trade mark" which the medical profession has jealously guarded as its own.

Remember how doctors reacted to the advent of hospital pharmacists in the guise of "clinical pharmacologists"? It was not long before that ground was largely swallowed up from the medical side of the fence. In fact the word "clinical" seems to be changing its accepted meaning: until very recently, leading dictionaries associated the term with the sick-bed and,

by implication, with serious illness. No wonder the medical profession is touchy. Today the pharmaceutical profession, at least, is tending to regard the word as almost synonymous with "patient".

Where does this leave us? In the Council statement it is noted more than once that doctors are wary of the pharmacist extending his professional role — "no agreement" on blood pressure monitoring; BMA representatives "noted" that the Society's advice to members on symptomatic relief of minor ailments "would not have the objective of providing a new role for pharmacists in the treatment of patients". Only last week (C&D p368) further evidence of this medical attitude emerged in relation to the provision of advice on contraception.

In trying to prevent the pharmacist moving into such areas the doctors are wrong. The pharmacist has always been involved in giving advice on general health care and in the screening of minor ailments — it is a service recognised and utilised by millions of pharmacy customers. Even blood pressure measurements do no more than allow the pharmacist to make use of modern technology (whose application by the patient personally is also advocated in some quarters!) and the areas suitable for advice must also keep pace with the times.

Council's statement refers back to a working party recommendation in 1979 (not adopted) that Council should monitor pharmacy consultations so that it could consider which drugs should be available for supply by the pharmacist. In view of the recent indication that the DHSS is willing to listen to professional representations about changes in legal status of products, it would perhaps be prudent to be winning the medical profession's approval for transfer of drugs and preparations from POM to P rather than provoking fears of some kind of "takeover" of their territory. Do we *really* need a new word for a proven and accepted activity?

ASTMS in High Court action against NHS

Up to £4,600 in back pay and thousands of pounds of damages for scores of hospital pharmacists could result if the Association of Scientific Technical and Managerial Staffs is successful in a High Court test case against the DHSS. The claim is based on a pay commitment made by the Secretary for Social Services to top-grade pharmacists in 1974 and involves monies dating back to March 1975.

The ASTMS claim is being entered on behalf of one particular pharmacist against the Leeds Eastern Health District, but the outcome will set a precedent for others. The Secretary for Social Services made a commitment in 1974 to review what were agreed to be "interim" salaries for top grade pharmacists, and to implement the results of the review in 1975, according to ASTMS.

A health circular dated April 1975 stated: "... the salaries set out in sections (c), (d) and (e) as part of an agreement (provisional) and the agreement provides that they are subject to a review which will be effective from March 1, 1975." The review eventually took place after much delay and was completed in the summer of 1979.

Pharmaceutical officers were being paid much less than NHS officers in other professions doing similar managerial work, and significant increases were agreed for them, says ASTMS.

Damages too?

Ms Donna Haber, ASTMS divisional officer with responsibility for the Guild of Hospital Pharmacists, told *C&D*:

"Depending on how the back pay is calculated the sum involved could be as low as £2,600 or as much as £4,600 plus unspecified damages (to be brought in to claim at a later date)." The last letter ASTMS received on the matter from a secretary to the management side, Pharmaceutical Whitley Council, was in September 1979. Mr J. Goddard then said that the hospital pharmacists had, in 1976-78, received the maximum amount allowable under Government pay policy.

In spite of long arguments put by the union, drawing attention to the very specific Government commitment, neither

the increases in salary, nor any part of them, were backdated to the specified date of March 1975. ASTMS is claiming that this constitutes a breach of contract. The defendant in this particular case, the Leeds Eastern Health District, has not yet indicated whether or not it intends to contest the claim.

Donna Haber says no date has been fixed for the hearing but she understands the court lists are "really" long. "However, it's important that if the Government makes a commitment, that it sticks to it. There have already been too many 'pie in the sky' commitments from successive governments," she says.

Day of action — TUC support mounts

Union backing for the TUC's day of action in support of the health workers on September 22 is growing as the TUC Congress in Brighton proceeds. The health unions themselves, including pharmacist members of the Association of Scientific, Technical and Managerial Staffs, have undertaken to strike for at least one hour on that day.

Ms Donna Haber, ASTMS divisional officer with responsibility for the Guild of Hospital Pharmacists, told *C&D* that as pharmacists were "very angry" about the offer from the Whitley Council (management side), good support was to be expected from them on September 22.

The Transport and General Workers Union, Britain's largest, is asking its members for maximum support, including strikes of up to 24 hours. The Council of Civil Service Unions also called on its members to organise walk-outs.

Dispensing calendar packs on FP10

Calendar packs are to be added to the list of proprietary preparations in special containers which can be dispensed in quantities not identical to those prescribed. Following representations to the Department of Health by the Pharmaceutical Services Negotiating Committee, the packs will be added to Drug Tariff Part II, Clause 7 (b).

Agreement had already been reached between PSNC and the General Medical Services Committee of the British Medical Association that the pack nearest to the number of tablets/capsules prescribed may be dispensed when the figures differ. From October 1, pharmacists should supply on Form FP10 the calendar pack size nearest to the quantity prescribed and endorse the prescription accordingly. For example:

Tabs Pregaday \times 50

Endorse "2 \times 28 supplied".

Tabs Inderal LA \times 30

Endorse "1 \times 28 supplied"

USDAW uses Sunday trading as platform

The Union of Shop, Distributive and Allied Workers is using the current pressure for extended shop hours, including Sunday trading, as a platform for its latest recruitment drive.

A leaflet has been published under the title "Open all hours" which states: "If you are an employee in the retail and commercial sector and wish to maintain the quality of working conditions, leisure time and your family life, then you should support USDAW in its fight to continue civilised, sensible and just opening hours in Great Britain's retail sector."

The leaflet incorporates the following quotations from major retail groups:- "If the customers want 24-hour trading at the expense of the cost of goods, that is what we shall get" (Allied Suppliers); "A free-for-all might have dire consequences in five years' time" (Tesco); "We could trade in certain of our stores in Scotland at the moment, but we don't" (Fine Fare); "In general not at all in favour of Sunday trading, which would involve considerable expense and add to inflation in food prices" (Sainsburys).

Further returns in *C&D*'s Sunday trading survey continue to show the same pattern as before — 3.5 to 1 against (see also Comment last week).

6pc offer on labour costs

The Department of Health has offered chemist contractors 6 per cent increases in labour costs and proprietor's notional salary for 1982 — up 2 per cent on the offer rejected by the Pharmaceutical Services Negotiating Committee in June.

However, PSNC is to seek clarification and is restating its view that normal indexation conventions should apply. PSNC has asked for a statement of the reasons why the claim in respect of proprietor's notional salary has been rejected.

The DHSS has also put forward counter proposals for the application of the findings of the last container costs inquiry. This showed a cost of 3.4p per prescription (against the current 3.8p) and the DHSS is seeking retrospective indexation from January 1, 1981, in reply to the Committee's proposal of October 1, 1981. The DHSS suggests that the over-reimbursement should be debited to the balance sheet. The Committee has not accepted this and is to seek a meeting with the DHSS.

Pride number two

An updated version of the Pride pharmacy computer system, with new hardware and software, has been launched by Unichem.

The new software has been written in Cobol and has a much faster throughput of prescriptions and orders than the previous Pride, Unichem say. New features include: reorder level / maximum stock — methods of control on more than 2,900 product items, interaction checking on prescription lines within a prescription, a built-in archiving and security system, and improved automatic ordering, delivery and transmission facilities.

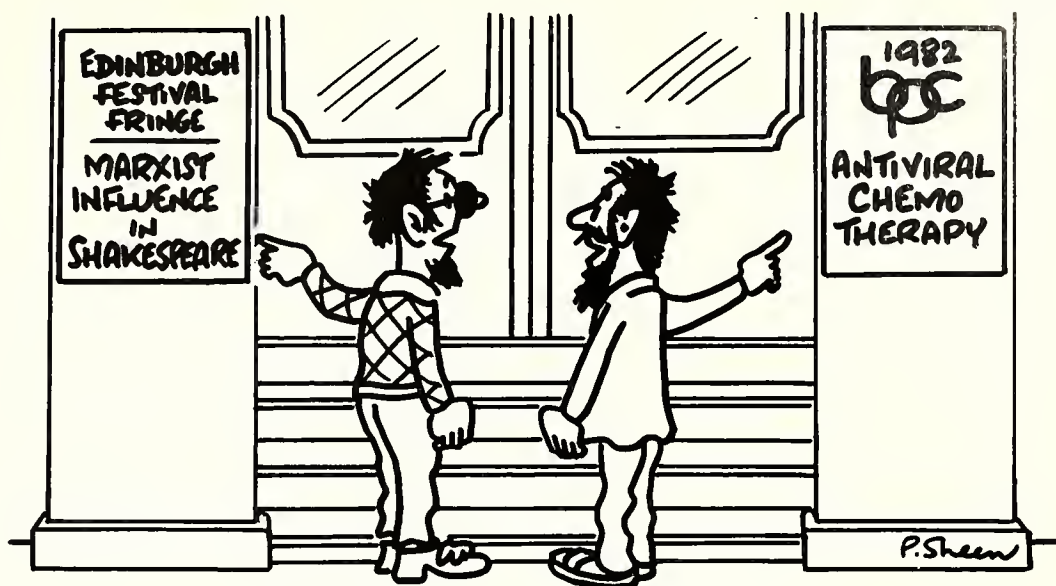
The new software is fully compatible with the previous Pride package. The hardware is based around the Altos 5.25 inch floppy disc system. Future plans for 1983 include a complete patient record system, multi-application software and multi-user Pride. The package costs £4,750 and includes hardware, software, training and installation.

Another labeller

The latest dispensary computer system, Pharmaram, is to be launched at Chemex 82, October 3-5. The system, with software devised by Mr D. Somaiya, MPS, is disc loaded.

With an initial offer price of £1,295 the system provides an interactive stock control and labelling system. Up to 2,500 drugs can be stored on file, and orders can be produced with PIP or wholesaler code (see also p439). *Pharmaram*, 600 High Road, Seven Kings, Ilford, Essex IG3 8BS.

C&D's computer feature starts p434.



"... and I still say we should go to this one!"

Woolworth concession at Cheltenham

A pharmacy concession run by Pharmacy Advisory Services Ltd opened up in Woolworth, Cheltenham on August 27. The superintendent pharmacist is Mr J.A. Duffelen.

Woolworth told C&D at the end of last month (August 28, p357) that: "Negotiations are in hand which may lead to the opening up of pharmacies in selected Woolworth stores." As C&D went to Press no further details of the concession were available nor of future Woolworth plans.

Date all medicines says Which?

It would be a good idea if *all* medicines carried a "use-by" date and storage instructions, says the Consumers Association in the September issue of *Which*?

The magazine points out that some medicines are date-marked but that those made up by the pharmacist generally do not have other than the date of dispensing. "In principle, they should not be used after the time they've been prescribed for." Readers are advised to follow storage instructions carefully and not to transfer things from a brown bottle to a clear one.

Medicines on radio

A radio series has been arranged by BBC (Newcastle) and the faculty of pharmaceutical sciences, Sunderland Polytechnic. "Take your Medicine" will be broadcast on BBC Newcastle at 2.05pm on Tuesdays commencing September 14 for 13 weeks.

Mr John F. Smith (faculty of pharmaceutical sciences) and colleagues will advise Virtue Jones on taking medicines at home in the radio programme "Digest". The first six

programmes are: - Medicines law; Emergency supply; Taking medicines correctly; Measuring the dose; The influence of fluids and Before or after meals?

PDA out of action?

C&D understands that the Photographic Dealers Association is no longer functioning — telephones were not being answered this week and its journal *Hot News* ceased accepting copy at the end of August.

A spokesman for the National Pharmaceutical Association expresses concern that the voluntary code of practice relating to photography, drawn up in conjunction with the Office of Fair Trading, would no longer be monitored by the PDA.

Appraisal of IUDs

None of the intrauterine devices now available appear to have a clear advantage when pregnancy, expulsion and removal rates are considered together, according to the latest *Drug and Therapeutics Bulletin*.

The proportion of women becoming pregnant in the first year of use is usually 2-4 per cent, and the commonest reason for IUD discontinuation is abnormal bleeding. The article also says that the skill and attitude of the fitter, and the relationship with the patient, appear to influence unwanted effects more than the type of IUD fitted.

Most devices now available contain copper (which is toxic to sperm) and the current suggested mode of action is that the device causes an inflammatory reaction in the uterus so that phagocytic leucocytes engulf the spermatozoa or fertilized ovum. The Copper 7 (Gravigard) is the most frequently fitted device, the article says, and concludes that refinements to the IUDs continue to be made but evidence that they have notably increased contraceptive efficacy, or decreased unwanted effects, is not convincing.

Professions get Opren news first

Dista Products voluntarily surrendered their product licences for Opren and removed the product from their price lists at the beginning of the month. The licence had previously been suspended for 90 days by the Committee on Safety of Medicines and the parent company, Eli Lill, decided subsequently to stop marketing the drug elsewhere in the world.

This latest decision was communicated to all general practitioners, hospital pharmacists and community pharmacists in a letter dated August 31. The pharmaceutical and lay Press were not informed simultaneously as a matter of policy and the DHSS did not issue a statement on Dista's action until September 6.

Mr A. S. Clark, director of UK pharmaceutical operations, Lilly Industries Ltd told *C&D* that the letter to those directly involved in the distribution of Opren has been sent out before any Press announcement was made so that the medical community would be the first to know of the company's decision.

Stocks held by the community pharmacists, dispensing doctors and hospital pharmacists can be returned direct to suppliers who will give full credit. Any hospital pharmacists returning stock direct to the company will additionally be reimbursed with postage costs.

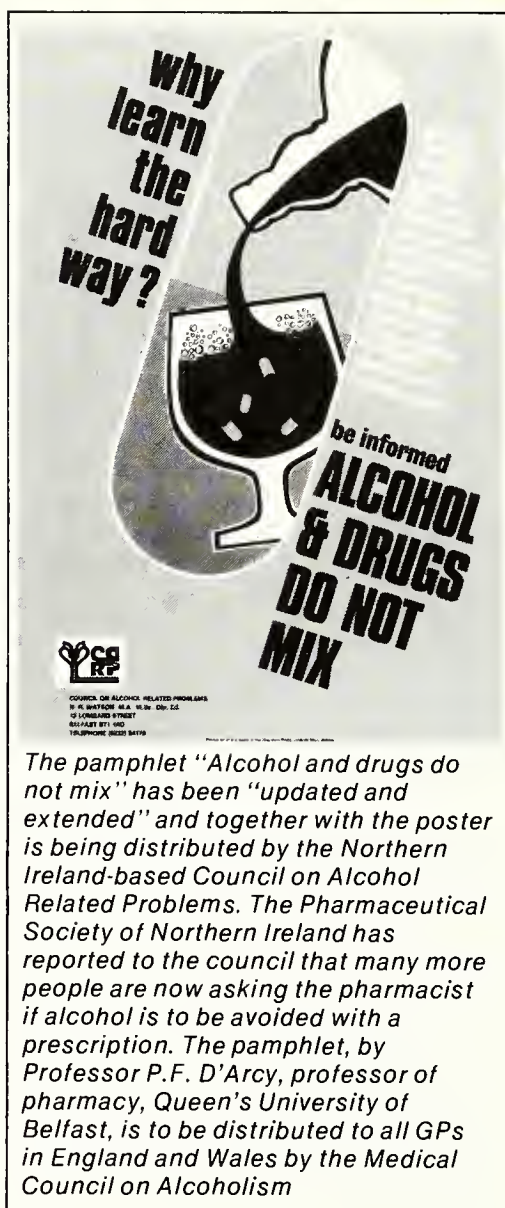
Faith in benoxaprofen

The following "positional statement" was given to *C&D* on request:

"During the past several weeks the safety of benoxaprofen has been subject to unprecedented public controversy leading up to, and surrounding, the decision of the Committee of Safety on Medicines to suspend the product licence for 90 days. The company recognised that in the environment of ongoing confusion and concern it was difficult for the medical community to make objective prescribing decisions and has, therefore, decided to relinquish its product licence and remove the product from its price list. This decision is in harmony with the parent company's decision to cease marketing the drug world wide and is effective from September 1.

"Although we believe that the decision is in the best interests of doctors and arthritic patients we remain convinced of the established clinical benefits of benoxaprofen. A panel of internationally recognised experts from around the world is being convened to undertake a comprehensive examination of relevant issues.

"We regret any inconvenience that this action causes and seek the



The pamphlet "Alcohol and drugs do not mix" has been "updated and extended" and together with the poster is being distributed by the Northern Ireland-based Council on Alcohol Related Problems. The Pharmaceutical Society of Northern Ireland has reported to the council that many more people are now asking the pharmacist if alcohol is to be avoided with a prescription. The pamphlet, by Professor P.F. D'Arcy, professor of pharmacy, Queen's University of Belfast, is to be distributed to all GPs in England and Wales by the Medical Council on Alcoholism

understanding of both the medical community and arthritic patients."

Diabetes & diving

Scuba diving has become a popular sport and presents medical perils, particularly to diabetics.

Dr John King, consultant of the Sub-aqua Association in London, warns that diabetics who depend on insulin may develop severe hypoglycaemia under water. Added to the well known decompression, this factor could even be fatal, he says. In addition, diabetics often suffer from complications such as degeneration of nerves and blood vessels, which make scuba diving risky. These people are strongly advised not to engage in the sport.

Cosmetics spending

Spending on cosmetics and toiletries will recover strongly in 1983-84 and exceed £1,200m by 1986, according to a new report by Staniland Hall Associates Ltd.

In volume terms, they say, this means a rise of over 2 per cent in a year and by value 11 per cent, after five years which have seen little overall growth. This year's total spend is estimated at £800m.

Included in the category are make-up, hair preparations (not shampoo), creams,

lotions and oils, nail polish, talc, aftershave, bath salts and deodorants.

Slower increases are however forecast for toilet accessories (brushes, combs, razors and toilet soap) and gradual decline in soap is predicted.

Data on spending by various types of household and households with various incomes levels shows that the four categories combined — toiletries and cosmetics, accessories, soap and toilet paper — accounted for 1.06 per cent of total household spending in 1980. Households with children, the report says, tend to have higher incomes and spend proportionately more on cosmetics. This proportion however declines as the number of children increases. Pensioners, it was found, spend a steady amount on cosmetics, regardless of income.

The report concludes that "over the next five years, relatively moderate inflation of materials costs is forecast together with a continuation of 1981-82 productivity improvement. Thus price increases should be held below 10 per cent, yet with an improvement in profitability."

"Cosmetics, Toiletries and Accessories: survey, analysis and forecasts to 1986" from Staniland Hall Associates Ltd, 42 Colebrooke Row, London N1 8AF, price £65.

Stagnation forecast for multiples

The high profits and steady expansion enjoyed by the major multiple chains since the war are likely to become "little more than a memory" according to a new report on multiple stores from market analysts Key Note Publications. With spending showing no indication of improving on last year's poor levels volume sales may be expected to remain stagnant in the current year.

In attempting to boost sales "virtually all" the multiples are now tending to encroach on one another's markets — with Boots, for instance, moving into sports goods. As the ranges of goods sold by the multiples become more and more alike, the level of prices from store to store will assume still greater importance.

Most of the multiple stores, with the notable exception of Woolworth, are nonetheless continuing to expand their number of outlets. Diversification is seen as a possible route to prolonged prosperity for the multiples, with Woolworth's and W. H. Smith's do-it-yourself activities cited as examples. The introduction of any form of automated cash transfer system may lead the same stores into retail banking — as is already happening with Sears Roebuck in the United States. Co-ops are already making headway here with their credit card and Co-op bank facilities.

The report concludes that, given an

Concluded on p412

RoC: safe products for sensitive skins

Many of your customers have sensitive skins . . . though they may not even know it. But at some point, one in three of those women who buy "fashion" cosmetics will find out the hard way – through an allergic reaction to perfumes and other chemical substances.

When customers turn to you for advice, recommend RoC. Here is a complete, top-to-toe range of hypo-allergenic beauty preparations created by RoC Laboratories in France. Every item is guaranteed without perfume and as safe as it can be. Even for the most sensitive skins.

All RoC products are rigorously tested for quality and tolerance. Date stamped packaging ensures freshness every time, and allows you to see at a glance that stocks are moving quickly. And they will. Within the past two years, sales of RoC products in the UK have increased by 176%.

RoC – safe for your customers . . . profitable for you.



MADE IN FRANCE

RoC

HYPO-ALLERGENIC * BEAUTY PRODUCTS
WITHOUT PERFUME

* Formulated to minimise the risk of allergy.



upturn in the economy, the prime multiples should see handsome profit improvements. However it also notes that some have had falling profits for at least three years. For the moment, it is concluded, "there is no doubt that these are testing times" *"Multiple Stores"* (£35), Key Note Publications Ltd, 28 Banner Street, London EC1Y 8QE.

Death of Jersey's Herbert Le Quesne

Mr Herbert H. Le Quesne, FPS, of "Westways," Mont Rossignol, St Ouen, Jersey, died on September 1. A jurat of the Royal Court of Jersey, Mr Le Quesne had just been sworn in, on August 16, as Lieutenant-Bailiff. Until retirement from business 12 years ago he had been proprietor of two pharmacies in St Helier, Jersey, and a local branch committee member 1960-75. He leaves a widow, a daughter and three sons, one of whom, Graeme succeeded his father in the business and is currently chairman of the Pharmaceutical Society's Jersey Branch.

Mr J.J. Turpin, secretary, Jersey Branch, writes: Mr Le Quesne's death came as a shock to us all as he seemed to be enjoying very good health, having recovered from a very serious heart operation seven years ago. His election as Lieutenant-Bailiff — the highest office attainable by a layman in the Royal Court — was in recognition of his service to the community. Unfortunately he was only able to preside at the Royal Court on one occasion.

Born in St Helier in 1911, he was educated at Victoria College and then served a three-year apprenticeship with his uncle before spending two years at the London College of Pharmacy and a period at the School of Pharmacy. He qualified in 1934 and opened up his first shop one year later. He practised in Jersey throughout the war and was one of the very few who remained during the German occupation. The available medicines had to be "eked out" with much *secundum artem* in very difficult circumstances.

Some years ago Mr Le Quesne was elected a Fellow of the Society and in 1977-78 was one of a select committee which worked very hard organising the pharmaceutical side of the Jersey Health Service (this is somewhat different from the DHSS version).

Since his retirement Mr Le Quesne has worked hard for several local charities and served as jurat on the Bench of the Royal Court from 1974. The nearest equivalent to the position of jurat in England would be a local magistrate and to that of Lieutenant Bailiff, prime minister. Mr Le Quesne's funeral took place on Monday and was attended by all the island's dignitaries.

TOPICAL REFLECTIONS

By Xrayser

Adding up

Some years ago my wife won a voucher for a beauty course. It was an accident: she was not even aware she had entered a competition.

Not from any sense of wifely duty, she informed me, but from curiosity as to what was involved she went on the appointed date. I rushed home after work that day and, as usual, demanded of the improved radiant vision, my meal and a résumé of the day's events. It seemed the clinic was involved primarily in slimming, and cleansing the pores to "restore youthful figure and freshness". This was achieved by wrapping the body in tight bandages soaked in salt, and cooking the patient in a steam bath.

Prior to treatment a tape measurement was made round the circumference of limbs at various points, and waist, hips, etc. After treatment for an hour, another measurement was made with the difference between the two totals being triumphantly produced as a grand loss of excess fat and old skin.

Although it would be quite unfair, I can't help comparing this method of analysis with that of the Office of Health Economics, who have developed a "health indicator" measurement as a way of justifying increased spending on drugs. By selecting a few drugs which they say have made an undoubted contribution to the quality of life (regardless of whether or not they have affected traditional morbidity factors) they suggest there are indications that most patients have benefitted from these medicines, which have therefore contributed some 200 million patient years of improved wellbeing. Another case of just adding up the inches, though here I doubt if many would dispute the real benefits.

Uphill?

Nielsen tell us we are in for an uphill battle, according to their review of retail pharmacy in 1981 — and that only the fittest will survive. I don't know about the future but can tell you, from my own experience, that it has been a back-to-the-wall, fight-the-good-fight sort of existence, ever since I have been on my own, with the reasons for my survival changing as the circumstances altered.

Basically, I imagine I still show a profit because I carry a far wider range of stock than I ought, keep my retail prices competitive, and try my best to offer a good professional service. But most critical of all the factors — it is convenient for people to call at my pharmacy.

Parking is easy. It is sobering to reflect it only needs a blot of double yellow lines, or another doctor amalgamation and I could be wiped out.

Yet, ironically from the point of view of genuine personal service coupled with a wide variety of choice for the customers, it seems to me the big shopping developments, like the one, say, in Lewisham, are about as beneficial to the community (and the smaller traders) as an atomic bomb, with the fall-out being visible and measurable in the form of empty shops in the old High Streets. It's not just the last few independents going either: we see bigger stores closing when they find themselves no longer in prime sites because new developments have altered traffic flow. If anyone thinks reopening such premises in the form of "markets" is an improvement to the trading scene, one visit to the tawdry stands, with their pathetic proprietors, should be enough to make them think again.

On holiday recently in the south we went as far as Bournemouth, specifically to have a look at the Mainstop store with its pharmacy, to gauge its impact on the area and the nearby competitors. It didn't look busy and I left with the impression the site was wrong as the real business appears to be done on the western side of the town's square. When I came back home I looked at my place and didn't feel so depressed. The rents in my suburb aren't crippling, I can meet the rates and I have local staff who enjoy the work. I enjoy my work.

I reckon with help from a continuing PR programme and being actively available throughout the day the community pharmacist will survive and make a reasonable living. I also believe there is an awareness that independents who are prepared to give a personal service are valuable people to have around. It's a view we must foster in the face of developments from which we are excluded by diamond-belt overheads.

Attachments

I used to sell glue: a general purpose material in a yellow tube. Steady sales too. I forget why the wholesalers stopped stocking it — for efficiency, more than likely.

Yet now that the hardware shops are also becoming efficient and rationalising their stock, I think Loctite may well be right when they suggest that chemists are natural outlets for glues. If one of my wholesalers were to take the range I should buy it and put it with the hand creams, just for fun. My mother always said I would come to a sticky end.

Feel the difference

OTHER

handy andies

Feel the softness.
New-look Handy Andies
SOFTER THAN EVER





WE'VE GIVEN OUR RANGE OF VITAMINS THE TONIC IT NEEDED

Not that the Sanatogen range needed a pick me up. It's already the biggest-selling range of vitamins in the country.

We're just making sure it sells even better by making it a more comprehensive range. (And by supporting it with a £500,000 advertising campaign).

We've introduced two major new products: a pharmacy restricted, liquid tonic, which is probably the best formulation around, and a B-complex vitamin tablet.

The tonic is fortified with iron, it has added vitamins, it will have the backing of a heavy advertising campaign. So, you won't even need to recommend it, people will be asking for it by name.

The same goes for Vitamin B-complex. As more and more people are discovering the value of B vitamins in combating stress, you're sure to be asked for Sanatogen B-complex tablets.

Which means, you'll see a healthy increase in Sanatogen sales. And that's just the tonic you need.





Lens Care

For Contact Lens Wearers



The Solutions

The Trans system has been specially developed to provide: —

- Complete Care for Hard and Gas Permeable Contact Lenses
- Protection for the wearers eyes from the risk of lens borne infection

TRANSCLEAN™

The daily cleaning solution, removes deposits that build up on the lenses, leaving them crystal clear.

TRANSDROP™

The in-use comfort drop, re-establishes comfort in dry or smoky atmospheres, without the need to remove lenses from the eye.

TRANSOL®

The sterilised wetting solution, cushions and wets the lens making it more comfortable on insertion into the eye.

TRANSOAK®

The overnight storage and soaking solution, which destroys potentially harmful bacteria.

For further information contact:

SMITH & NEPHEW
Pharmaceuticals Ltd

Sumpton Road, Harold Hill, Romford, Essex, RM3 8SL



PRESCRIPTION SPECIALITIES

Ismo 20

Manufacturer MCP Pharmaceuticals, Simpson Way, Kirkton Campus, Livingston, West Lothian

Description White, circular, uncoated tablets embossed on each side with a break line and the code BM/B3, each containing 20mg isosorbide mononitrate

Indications Prophylaxis and treatment of angina pectoris. Isosorbide mononitrate is an active metabolite of the dinitrate, and exerts similar effects. Unlike the dinitrate it demonstrates virtually complete systemic absorption after oral administration and is only slowly eliminated from the body. The therapeutic action of the mononitrate is thus predictable, reproducible and of long duration. In long term clinical usage 40mg of isosorbide mononitrate is equivalent to approximately 80mg isosorbide dinitrate

(in sustained release form)

Dosage 40-60mg daily in divided doses provides control of angina pectoris in the majority of patients although the daily dosage may vary from 20-120mg in appropriate cases. The tablets should be swallowed whole without chewing. For patients who have not previously received prophylactic nitrate therapy the initial recommended dose is 20mg daily for the first two days, increased gradually until the desired therapeutic effect is achieved. Patients already accustomed to nitrate therapy may normally transfer direct

Contraindications, warnings etc. As for isosorbide dinitrate. Known hypersensitivity. Nitrate related adverse effects include headache, dizziness and postural hypotension

Packs 100 tablet packs (£8.40 trade)

Supply restrictions Prescription only

Issued September 1982 ■

Cloxipol tablets

Manufacturer Lundbeck Ltd, Lundbeck House, Hastings Street, Luton, Beds LU1 5BE

Description Round biconvex film coated tablets; light brown tablets contain 10mg and the brown tablets 25mg of clopenthixol dihydrochloride

Indications Treatment of psychoses, especially schizophrenia, and particularly in patients who are agitated, aggressive or hostile

Dosage Adults — the usual initial dose is 20-30mg per day, increasing as necessary to a maximum of 150mg per day in

divided doses. The usual maintenance dose in chronic schizophrenia is 20-50mg per day in divided doses. Not recommended for children

Contraindications As with other neuroleptics acute alcohol, barbiturate or opiate poisoning. Intolerance to other neuroleptics. Pregnancy. Use with caution in patients with Parkinsonism, severe arteriosclerosis, senile confusional states, serious renal, hepatic or cardiovascular disease

Overdose Treated by gastric lavage

Packs 100 × 10mg pack, £7.50. 100 × 25mg, £15 (prices trade)

Supply restrictions Prescription only

Issued September 1982 ■

Broflex syrup

Manufacturer Bio-Medical Services Ltd, 10 East Parade, York YO3 7YL

Description Pink coloured, blackcurrant flavoured syrup, each 5ml containing 5mg of benzhexol hydrochloride

Indications Benzhexol is a parasympatholytic drug used in the treatment of Parkinsonian syndrome. Indicated for post encephalitic,

arteriosclerotic and idiopathic Parkinsonism as well as drug induced Parkinsonism — benzhexol increases mobility and decreases rigidity. It is also useful in relieving depression

Dosage For adults only. Dose should be gradually increased from 1mg per day over several days by 1-2mg at a time. The dose should also be decreased gradually. For Parkinsonism, usual treatment is within dosage range of 6-10mg per day, although in post-encephalitic Parkinsonism the total daily dose may be as high as 15-20mg. For drug induced

Parkinsonism, usual dose is 5-15mg per day. The dose should be divided and given three or four times a day before or after meals. If patients are already being treated with parasympathetic inhibitors Broflex should be substituted as part of the therapy

Contraindications, precautions etc

Caution must be observed in patients having obstructive disease in the gastrointestinal or genito-urinary tract, and in males with prostatic hypertrophy. Can precipitate incipient glaucoma, and therapy should be monitored for allergic or other untoward reactions

Side effects Giddiness, dryness of the mouth, nausea and vomiting, and blurred vision occur initially in a third to half of all patients, but effects diminish as therapy continues

Overdose Gastric lavage, emetic and high enema. Cold compresses and forced fluid intake are mandatory

Packs 1 litre bottles (£5.95 trade)

Supply restrictions Prescription only

Issued September 1982 ■

Tolerzide

Manufacturer Bristol-Myers

Pharmaceuticals, Station Road, Langley, Slough SL3 6EB

Description Circular, lilac tablets containing 80mg sotalol hydrochloride and 12.5mg hydrochlorothiazide

Indications Management of mild or moderate hypertension particularly where a gradual fall in blood pressure is indicated such as in the elderly

Dosage One tablet daily

Contraindications, precautions etc As in other preparations containing sotalol and hydrochlorothiazide. Should not be used where there is evidence of heart block, history of bronchospasm, diabetic keto-acidosis, impending or uncontrolled cardiac failure, anaesthesia that produces myocardial depression, known hypersensitivity to sulphonamides.

Packs Calendar pack of 28 tablets (£4.05)

Supply restrictions Prescription only

Issued September 1982 ■

Tagamet 400mg

A 400mg strength of Tagamet is to be introduced on September 14. It will appear as a calendar pack of 56 tablets (£16.30 trade). At the same time the current treatment pack of 112 tablets of 200mg will be discontinued.

The new presentation is a pale green, oblong, film coated tablet, engraved "Tagamet" on one side and "SK&F 400" on the reverse, and containing 400mg of cimetidine. The uses section in the data sheet has also been expanded giving details of where the reduction of gastric acid by Tagamet has been shown to be beneficial ie. the prophylaxis of gastrointestinal haemorrhage from stress ulceration in seriously ill patients; before general anaesthesia in patients thought to be at risk of acid aspiration (Mendelson's) syndrome, particularly obstetric patients during labour; and to reduce mal-absorption and fluid loss in the short bowel syndrome. *Smith, Kline & French Laboratories Ltd, Welwyn Garden City.*

Xylotox

Astra Pharmaceuticals have acquired the product licences of all dental anaesthetic products previously marketed by Pharmaceutical Manufacturing Co. Astra will continue to distribute Xylotox E80 1.8ml and 2ml cartridges in boxes of 100, but all other lines are discontinued. *Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.*

Continued on p420

Before you buy another vehicle, read the small

Quite a few of the commercial vehicles you see on the roads today aren't exactly what they seem. Disguised in the liveries of famous household names the only clue to their true identity is the discreet National Carriers' logo on the cab doors.

These vehicles are permanently engaged on contract work for companies that pay us to operate anything from a single vehicle to a complete distribution scheme on their behalf.

The basic benefits of contract distribution.

The financial benefits.

Any company that operates its own transport has money tied up in vehicles. How much money depends, of course, on the size of the fleet, but it is always a big investment, a capital sum that could be used more productively elsewhere. What's more, it's an investment that goes steadily down the slippery slope of depreciation as the years pass. When the time comes to replace an aging vehicle you find the new one costs three times as much to do the same work. Who wants that sort of investment? A National Carriers contract will free you from the need to set anything aside to purchase vehicles. What's more, (depending on conditions) National Carriers will buy your existing vehicles from you for cash at the start of the contract,



thus releasing capital back to your company.

The management benefits.

A National Carriers contract is a flexible arrangement providing such distribution services as you require. It gives you a ready-made transport infrastructure which you can pay for by the month, instead of having to finance it and operate it entirely from your own resources. At the same time a contract relieves you of much tedious and time-consuming work. If you have personal experience of the trials and tribulations of fleet management, you'll know just what we mean. Consider these points.

Vehicles – no need to buy them.

National Carriers will provide and operate the vehicles you need on your behalf (as mentioned earlier, they may purchase from you). Any new vehicles will also be purchased by National Carriers after joint consultation.

Drivers – no need to employ them.

If required National Carriers will assume responsibility for all matters to do with the distribution workforce – they're paid by us to work exclusively for you. Recruitment, rates of pay, holidays, sickness, union negotiations and conditions of work need no longer concern you.

General maintenance – no need to worry.

We see that vehicles are

regularly and properly serviced. And kept clean.

National Carriers Fleetcare centres throughout the country are equipped to carry out engineering and bodywork repairs on all classes of commercial vehicles. This service can be built into the contract. Mobile workshops can quickly deal with breakdowns and we will, in any case, provide a temporary replacement vehicle should this be necessary.

Your distribution need never be disrupted.



print.



paperwork – no need to be buried under it.

Since the vehicles used are owned by National Carriers, we naturally deal with all the routine administration work, such as taxation, licensing, DoTp testing, suppliers' invoices and so on.

We provide secure overnight parking throughout the U.K. for vehicles away from base.

If you need warehousing we can provide that, too, plus facilities for stock control and order-picking.

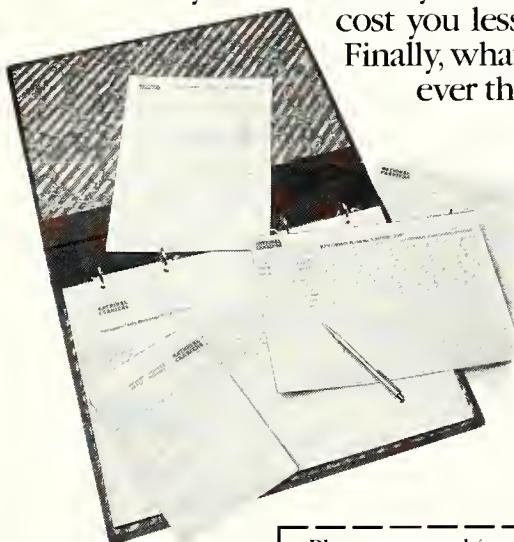
What a National Carriers contract means.

In three words it means peace of mind. Distribution is vulnerable to every sort of mischance that can crop up unexpectedly and skittle your deliveries. It's problem-prone and non-productive. It can saddle you with heavy expenses at a time you could well do without them.

A contract with National Carriers can take all these burdens off your shoulders and give you a

better, more efficient service.

It certainly won't cost you any more money and will very likely cost you less. Finally, whatever the



cost may be, it will be based on a fixed standing charge plus running costs and will be invoiced to you every month.

Professional power in distribution.

NATIONAL CARRIERS
CONTRACT SERVICES



Please return this coupon for your copy of National Carriers' Distribution Pack, containing comprehensive information on all aspects of National Carriers Contract Services.

Name: _____

Position: _____

Company: _____

Address: _____

Postcode: _____

Telephone No. _____

Brian Templar, Group Marketing Manager, National Carriers Contract Services, FREEPOST (no stamp required) The Merton Centre, 45 St Peter's Street, Bedford MK40 2PR.

National Carriers. A Member of the **NFC** National Freight Consortium p.l.c.

Relaunch and new pack size for Lil-lets

Lil-lets tampons are being re-launched in the first phase of plans by Lilia-White to develop both existing and new business. Research of the current Lil-lets position showed room for improved absorbency, colour coding and greater shelf impact says the Company. It also revealed a big demand amongst Lil-lets users for a larger economy pack.

Packaging has been updated, with a stronger blue background and a more distinctive floral design and logo. Absorbencies are identified by the colour of the flowers on the pack.

The second part of the re-launch is the introduction of economy packs of 40 tampons. Compared with two packs of 20, the new pack will, say Lilia-White, represent a saving to the customer of £0.15.

Promotional support will include a full-page advertisement featuring the new look packs in *Shopping Scene* (September 27). This will include a 10p-off-next-purchase coupon. In October, four



Lil-lets relaunch meets a demand for a larger economy pack

national daily newspapers with a high female readership will carry advertisements for the 40's packs and offer £0.50-off-next-purchase in return for a new economy pack front. Magazine advertising will continue throughout the rest of the year.

Andrew Frost for Lilia-White claims that "non-applicator tampons introduced by competitors have been an irritant rather than a major problem to Lil-lets. Despite the efforts of newcomers, Lil-lets still holds more than 92 per cent of the non-applicator tampon market." *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

Robins aim to boost Winter OTC sales

A. H. Robins intend to increase their sales of OTC products in the cough and cold market this coming winter. Robitussin has recently been granted a General Sales List licence and is to be marketed in counter packs (100ml £1.15), and supported by consumer advertising.

Pack livery will be similar to the existing Dimotane range, and each variant will come in a display pack with a front hanging card giving product indications

National launch for Sucrets

Sucrets antiseptic throat lozenges — a brand leader in the United States with a 43 per cent market share — is going national in the UK this winter. Made from boiled glucose and sugar, coloured green and flavoured with wintergreen and a hint of menthol, Sucret's active ingredient is hexylresorcinol, which has both antiseptic and anaesthetic action.

Following test market successes in Scotland, Wales and the South of England, Beecham Proprietary Medicines are launching the brand through chemists

and benefits. Present plans are that Robitussin will be supported through one or both television magazines: Robins feel it will be a good policy to have a related family of four products, with one being advertised and the rest ethicals. The company believes that Robitussin is the only GSL product to recommend a dose of up to 200mg guaiphenesin.

Point of sale and display material is available, as are bonus deals on Dimotane, Dimotapp, and Robitussin OTC packs, through Robins representatives or John Lawson on 0403 60361. *A. H. Robins Co Ltd, Redkirk Way, Horsham, West Sussex RH13 5QP.*

and drug stores only. The launch will be supported by a three-month television campaign starting in November. In addition there will be point-of-sale material, including shelf edgers and display units.

Each lozenge is individually protected in foil blisters and packed in distinctive embossed cartons (24 lozengers £0.82). *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

The author of *Feminine Hygiene* (C&D September 4, p373) published by Women's Health Concern is Mr Gerald Swyer and not as stated last week.

Extra value packs for Baby Wet Ones

Two offers are to run concurrently on Baby Wet Ones during September and October. The 35-wipe trial size pack has £0.05 off the recommended price, while the 70-wipe and 150-wipe packs will contain 20 per cent more wipes at no extra cost. The company claims the product outsells its nearest branded competitor by 10 to 1. *Sterling Health, Surbiton, Surrey KT6 4PH.*

PRESCRIPTION SPECIALITIES

Calendar pack

Sotacor 80mg tablets are being introduced in a blister pack of 28 tablets. The new calendar pack replaces the existing 100 and 300 packs and will be phased in as existing stocks are exhausted. The pack is presented as a carton containing two blister strips of 14 tablets (£2.05 trade). *Bristol-Myers Pharmaceuticals, Station Road, Langley, Slough, Berks SL3 6EB.*

Nystaform changes

The antibacterial agent in Nystaform and Nystaform HC cream and ointment has been changed from iodochlorhydroxyquin to chlorhexidine. The packaging design has been amended to allow differentiation between formulations. Pack sizes and prices remain unaltered.

Nystaform HC lotion will be discontinued when current supplies are exhausted. *Dome/Hollister Stier, Division of Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough SL2 4LY.*

£825,000 backing for relaunched Astral — and new lotion

Elida Gibbs are relaunching Astral all purpose cream and introducing Astral lotion, backed by £825,000 worth of advertising in the first six months.

The company claims that Astral has maintained its number two slot in the all purpose sector of the £127 million skin cream market, despite no advertising support since 1979. The decision to invest heavily in the brand resulted from the trend in recent years for women to move towards value for money, all purpose creams.

Astral cream has been reformulated as a light, non-greasy and easily absorbed product. Three-fifths of cream users are over 35 years, so the introduction of a lotion is designed to capture the younger market as the under 35s are said to account for 65 per cent of all lotion purchases.

The packaging is blue with a white logo. There are sculpted screw top jars for the cream (50ml, £0.45; 100ml, £0.79; 150ml, £1.09; 460ml hospital jar, £2.19) plus a tube (25ml, £0.29). The lotion comes in plastic bottles (90ml, £0.55; 160ml, £0.85).

The products will be sold in from the end of the month and a national television advertising campaign worth £715,000 is planned for November, together with a £110,000 campaign in the women's Press. At the launch there will be a trial size offer of a 25ml cream or 40ml lotion for £0.19. Half a million free samples of the lotion will be distributed with packs of Robinsons of Chesterfield cotton wool balls and there will be national competitions with *Woman's World* and *Mother* magazines. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Three-fifths of cream users are over 35 years of age, say Gibbs, who are launching a lotion to capture the young end of the market



THE LAST WORD IN ORAL HYGIENE

'Corsodyl' is recommended and prescribed by many dental and general practitioners for the effective control of dental plaque and the treatment of gingivitis or aphthous ulceration.

Its efficacy has been proved in surgeries, hospitals and in the home, and confirmed in independent trials. Ensure your share of the expanding oral hygiene market by counter prescribing the only oral hygiene products backed by ICI research.

Retail Price including VAT:

Mouthwash £1.50.

Dental Gel £1.20.

PHARMACY ONLY

So, what do you recommend?

CORSODYL

(Chlorhexidine Gluconate)

An integral part of oral hygiene.



ICI Dental Services



Further information available from:- Imperial Chemical Industries PLC
Pharmaceuticals Division Alderley House Alderley Park
Macclesfield Cheshire SK10 4TF
'Corsodyl' is a trade mark

5382

'Luxurious' liquid soap added to Badedas range

Badedas vita creme wash, a "luxurious" liquid soap, is being introduced this month by Beecham Proprietary Medicines to complement their Badedas foam bath.

Formulated to cleanse gently the hands, face and body, leaving the skin soft and supple, the creme wash has a fragrance of which Beecham are particularly proud — again it "complements the unique perfume of Badedas gelee".

The product is available in a 250ml press-cutton dispenser (£1.99) contained within a gold-blocked sleeve to enhance the luxury image. The range addition is also highlighted by a showcard and shelf-edger; *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Bobtails now with elastic support

Modo Consumer Products are relaunching Bobtails with elastic support following market research by the company. The nappy will also have a double layer of absorbent quilted filling. *Modo Consumer Products, Flint Road, Saltney Ferry, Chester CH4 0BX.*

Helping mothers to breast feed

The Robbins Nurser, an expressing and feeding bottle, is now available for sale through retail chemists. Previously it was available from Robbins Medical Suppliers by direct mail order. As many as 8 out of 10 mothers now prefer to breast feed their baby compared with less than half this number a decade ago.

The bottle is particularly useful for women with sore and cracked nipples, says the company, and it also helps draw out inverted nipples in time for breast feeding. One of the most important benefits, they continue, is that baby can still receive the full nutritional value of its mother's milk even if it is unable to suckle at the breast. Mothers who can breast feed may also use the Robbins Nurser and take the occasional break.

The Nurser comprises two clear plastic cylinders, one inside the other. In combination they are used to express the



Johnson's add value

Commencing this month, Johnson & Johnson are offering consumers some added-values on five products in their baby toiletry range.

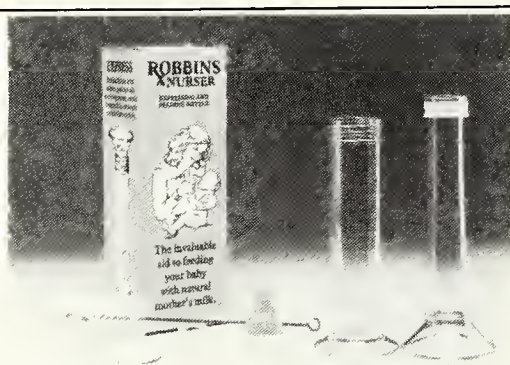
The 454g powder will be banded together with a free 99g powder, the 285ml Lotion with a 30ml miniature lotion and the 125g bar of soap with a free 75g bar.

Special 50p cash back offers will be

featured on all sizes of shampoo and 60's and 100's of cotton buds. Two proofs-of-purchase are required in each case. This promotion will run throughout September. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

Batiste on TV

Schwarzkopf wish to correct the previous information supplied for Batiste. Advertising will break in the London and Central television regions and not Yorkshire (C&D last week, p380).




breast milk, after which one cylinder converts to a conventional feeding bottle. It is easy to use and is washed and sterilised like an ordinary feeding bottle. Full instructions with hints on breast feeding are supplied with the bottle. Spare parts are available from the company. The Nurser comes with a full money-back guarantee. Suggested retail price is £6.25 (plus VAT). A colour leaflet is currently being distributed to 150,000 pregnant mothers as are a similar number in October. *Robbins Medical Supplies Ltd, Otterburn, 22 The Avenue, Hitchin, Herts. Telephone: (0462) 4899.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Anadin:		All areas
Askit powders:		Sc
Crest toothpaste:		All areas
Harmony hairspray:		All areas
Hedex:		All except B
Jo-ba natural hair products:		Y
Mystique:		All except Ln
Oil of Ulay:		Ln,M,Lc,So
Paddi Cosifits:		All areas
Panache:		All areas
Philips Air Cleaner:		All areas
Rennie indigestion tablets:		All except U
Robinson's baby foods:		All areas
Sure deodorant for men:		All except Sc
Tweed:		All areas
Zest toilet soap:		All areas

...and now the **GOOD NEWS!**

RALGEX ON TV IN 12,000,000 HOMES THIS AUTUMN!



TV for Ralgex! Following the increased sales that flowed from last winter's successful press campaign, Ralgex now moves onto 'the Box' and will appear on 12,000,000 TV screens across the country this autumn!

It's going to mean even bigger demand, even bigger sales, even bigger profits. Be ready! Stock up now with Ralgex Spray, Ralgex Balm and Ralgex Stick.

ralgex
spray-on
relief

BEECHAM HOME MEDICINES

Good news for sales

COUNTERPOINTS

Panty liner launch by Bowater Scott

Bowater Scott are entering the panty liner market with the launch of Minima.

On the continent the growth of the panty liner sector has been rapid and now represents a significant percentage of the Sanpro market. Bowater Scott cite West Germany as an example where the panty liner sector equals the tampon market in

size. In many countries Minima sales have exceeded those of the current UK brand leader, they say.

Packaging is designed to stress the product's positioning in the toiletry sector. The wallet-styled reclosable box is burgundy with a cream border and is small enough to fit into a handbag.

During November and December a £100,000 campaign for Minima will run in the women's Press. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

Own brand film from Colorama

Colorama Processing Laboratories Ltd, based in south-east London and with branch laboratories in Reading and Harrow, are launching their own brand colour print film. Made in Italy by 3M, the 100ASA Colorama films are in distinctive red packs supplied in 110-24, 126-24, 135-24 and 135-36 formats. The 24-exposure packs sell at £1.39, and 36 exposure at £1.99.

Colorama have recently extended their operations from London and the Home Counties into the Midlands and southwards, and from the east coast across to Bristol. They offer maxi-prints in glossy or lustre finishes, and a choice of same-day, 24-hour or 48-hour service.

Display material is available to support the launch from *Colorama Processing Laboratories Ltd, 44-50 Lancaster Street, London SE1 0RP.*

Relaunch for Mollycoddle

Mollycoddle nappy pants, first launched in Greater London and Southern regions in October 1981, are now being re-launched in the same regions.

Available in white, lemon, pink, blue and patterned, in four sizes (small, medium, large and extra large), the nappy pants come in packs of 12 mixed colours and patterns. They have a decorative outer and waterproof inner separated at the top to avoid damp vests. Packs will retail at £0.99.

The re-launch will be supported by mothercraft Press advertising in October / November, Bounty Bag distribution in October, and Health Clinic promotions. Sales and distribution is by *Sales Extra — OTC Sales, 30 Hammersmith Broadway, London W6.*

Metatone^{*} Tonic

-part of the family



PARKE-DAVIS
part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients: Vitamin B₁, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request. *Trade mark R81056



New blistercards are available for Hermesetas tablet packs and a 750 pack replaces the 650 size while the price remains unchanged. Display units are available in single and double outer sizes and there is a kitchen unit display holding the liquid and Sprinkle Sweet products

Sitting Pretty!



**New pretty packs, that won't sit on
your shelves for long!**

- * Colourful feminine pack design * Strengthened absorbency identification
- * Modern striking background * More on-shelf impact

PLUS – new Economy size 40's packs

– means Lil-lets offers your customers the most comprehensive
range of sizes and absorbencies.

So order now! – and make a pretty packet from Lil-lets.

*Stock the brands that mean more business
from*



Dr. White's
Panty Pads
Stick-on Lilla
Fastidia
Lil-lets

A member of the Smith & Nephew Group



Too much choice for British pharmacy?

With Vichy's simultaneous launch of Les Matinales on to the UK and French skin care markets, C&D took the opportunity to visit France and compare the continental operation with that of the British company.

In France, Les Matinales is the first major launch by Vichy since Equalia in 1975 — a point the French pharmacists were quick to take up. The recent inactivity by Vichy, they said, had resulted in the company slightly losing ground to the opposition and they saw Les Matinales as a means of reversing the trend.

Despite this lapse Vichy remains the second largest skin care brand in France and the brand leader in pharmacy outlets. (The leading French brand is by Yves Rocher, a mail order company, which five years ago also started opening exclusive shops.)

As a pharmacy-only brand the strength of Vichy in France reflects the importance of the retail pharmacist in that country. Last year, for instance, around 80 per cent of pharmacies shut for one day in opposition to a Government plan introducing more State pharmacies. This plan was stopped. (In France the three sections, pharmacy, industry and wholesaler, each have a central council and are each represented on the National Council. Pharmaceutical members have to be elected at all levels.)

While their products are available in 99 per cent of French pharmacies — there

are 20,000 in all — Vichy feel they still have a long way to go in the UK. "In the UK pharmacists are less exclusive-minded than the French", says Yves Ospici, UK marketing manager, "so Vichy have to fight harder."

The British pharmacist is so busy with prescriptions, he says, that he has little spare time to think about the organisation of the skin care department and the

advantages of an exclusive company.

"The problem is the British pharmacist has got too much choice. He carries say, 10-15 deodorants and 20 shampoos which is far too many, even when pharmacy-only companies and lines are so few in number. With the non-exclusive sector he should be more choosy and take the best as far as quality or distribution through chemist outlets is concerned. Then the choice would be clearer for the consumer, stock would be less and display better.

"Maybe he thinks he has to carry them all and try to increase OTC sales. This way he is doing what the supermarkets are doing but with less power and less marketing expertise. In the end he is the loser."

Watching the rival outlets

French pharmacists, says Mr Ospici, are more in touch with what is happening in other outlets and are aware of how they can exploit this knowledge. (In a breakdown of turnover, dispensing has a 75-80 per cent share and OTC 20-25 per cent.)

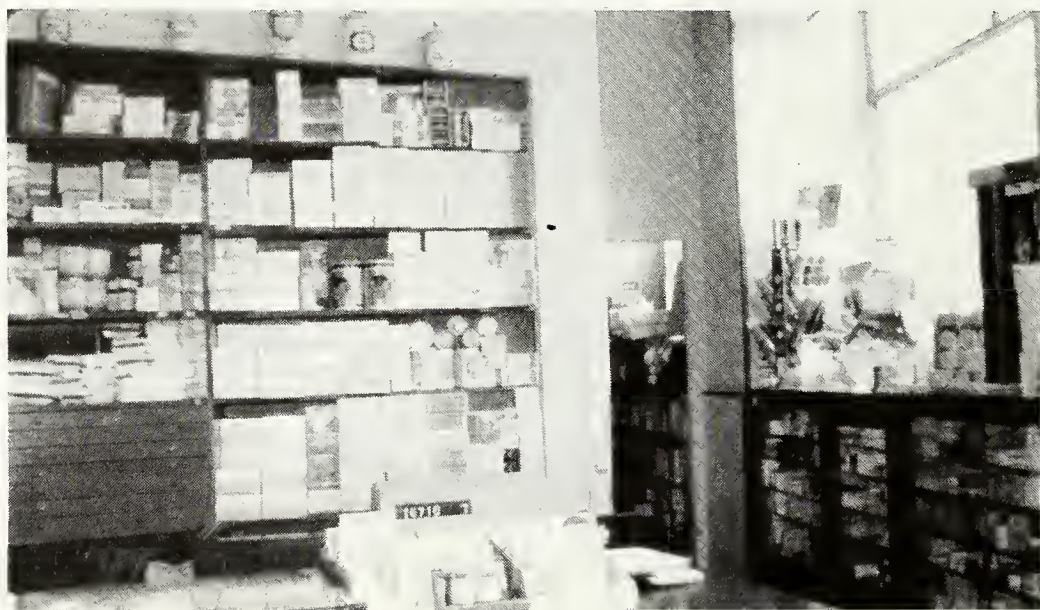
"You won't find many French pharmacists carrying mass market products. They will carry a non-exclusive brand but only if it has a larger distribution through chemists than other outlets."

Research by Vichy France into why women go into pharmacies turned up some interesting facts. One woman said she went in for medication, another for expensive beauty products and yet another for a dry shampoo which was exclusive to pharmacies.

One consumer said she went to a pharmacy for expensive products because there would be better advice on spending

Continued on p428

"French pharmacists are more in touch with what is happening in other outlets and exploit this knowledge"



No.1 this Christmas.



Biggest Brand: Biggest selling After Shave lotion* in U.K.

Biggest Spend: £1,000,000 Christmas support including national TV with new commercial.

Biggest Support: New Christmas display material.

Biggest Sales: New lower priced gift sets in unique Christmas merchandiser.

Biggest Profits: Full 35% Shulton margin across the range.

So for No.1 profits, stock, display, and sell Old Spice this Christmas.

Old Spice[®]
The mark of a man.

CUPAL

**Summer Profit Makers
for Pharmacy**



15 tablets
for 39p

TYROCANE®

THREE WAY ACTION

Antibiotic, Anaesthetic,
Antiseptic

Relieves sore
throats, mouth
infections and is
pleasant to take

TYROCANE THROAT LOZENGES



Unique
dispenser for Chemist
Big bonus's on
offer now —
see our representative

Own name service available.

Each lozenge contains:
Tyrothricin 0.5 mg
Cetylpyridinium Chloride B.P. 2.5 mg
Benzocaine B.P. 5 mg



CUPAL Ltd



Pharmaceutical Laboratories
BLACKBURN BB2 2DX
ENGLAND
Telephone: (0254) 50321

Vichy Viewpoint

Continued from p.426

the money. "I always buy what I want but I do listen to the advice," she said.

A Tesco-type outlet was named by one consumer in preference to a pharmacy where the product was behind the counter and she had to ask for details. "A supermarket is much more practical," she says. "You can get it straight off the shelf and compare different products."

One complaint by a consumer was that the pharmacies tended to blind her with science which she found a complicated way of shopping.

British innovation

Vichy UK have more outlets with a self-service approach than their French counterpart and in this respect have adapted to suit the market they have entered. With different merchandising and punchy advertising the company was responsible for initiating promotions and on-pack consumer offers — a market approach which is being used by the French company for the first time this year.

Established in 56 countries, representatives of each Vichy company frequently get together to swap ideas, report on progress and discuss any problems. Although part of a large empire the English company must pay its own way and does not rely on French subsidies. Whereas Vichy UK can afford to launch one major product a year, its French counterpart, because of the disparity in size, could afford to launch and support two.

Television and cinema advertising are to be used by the French company to support les Matinales, which Mr Ospici believes will supersede Equalia as the leading Vichy product.

Filling a gap in the market

Research, he says, has shown that there is a gap in the market for such a product. Women reluctantly use soap and water or tonic lotion in the morning. What is really

needed is a refreshing light cleanser which moisturises and protects the skin — hence Les Matinales.

This is seen as a step in the right direction by Mr Ospici. "It is the first type of morning skin care regimen in France as well as in England," he says. "Other companies will surely copy us with both upmarket and cheaper lines but that will prove me right."

"We have maybe a 12-18 month lead so we must build up awareness about it with the help of the pharmacist. It would be good for new initiatives to be seen to start in pharmacy and to be recognised by the consumer as the place to go."

Pharmacy-only is an international policy followed by Vichy. The French headquarters do realise how different the UK market is, says Mr Ospici, but they would prefer to shut the British company rather than breach that policy.

In France there are many lines exclusive to pharmacy outlets, ranging from skin care and make-up to nail scissors and footcare. Immediate rivals include Roc, Galenique, Klorane, and Lutsine in the French skin care market. And Vichy UK are confident that the concept of pharmacy-only lines in this country will grow.

Winning the product battle

"If the pharmacy outlets want to fight the supermarkets they will have to realise they have to do something different and not fight on prices. This will cut their margins to disastrously low levels."

"So, if they can't win the price battle they will have to win the product battle by selecting ones that other outlets don't have — it's as simple as that."

"If we succeed, I'm sure we'll see other companies thinking about becoming exclusive. As Vichy we would welcome it as it would give us more competition."

"Pharmacy-only is an international policy. The parent company would prefer to shut the British company rather than breach that policy"



Unican introduce the book of the profits.



If there's one way of getting into your customers' good books, it's giving them something for nothing. Which is why Unican have put together an offer that they just can't refuse.

From September, whenever your customers buy two Unican beer kits (including one with the special label) they can send for a copy of "The Home Brewers Companion," absolutely free.

Illustrated by Larry, it offers a comprehensive, step by step guide to trouble-free home brewing. There's a brief history of home brewing too, and even a chapter of pub games to play at home.

And from October, Unican are backing the offer with extensive, visible advertising in the national press. As well as eye catching point of sale material.

If you'd like a free copy of the book, write to: Unican Book Offer, 5 Brunel Way, Slough SL1 1XW including your company name and address. And special Unican beer stocks are now available from your wholesaler.

But don't delay, Unican prophesy a sharp rise in your profits!



The first name in Home Brew Beers and Wines

Unican Foods Ltd, Central Trading Estate, Bath Road, Bristol BS4 3EH



NUCROSS PHARMACY SYSTEMS THE CO-ORDINATING

Nucross Pharmacy Systems are designed to provide a number of individual units, each dedicated to one or more special pharmacy needs. For example, the Nucross P.D.T. assists the ordering function, while Nucross Scribe provides high quality dispensary labels. However, Nucross Pharmacy Systems are more than that.



NUCROSS SCRIBE Professional high quality labels produced accurately and rapidly. Advanced features include large capacity memories (battery protected), two individual printers (black and red interchangeable), digital tape cassette (data capture and ancillary programming), and progressive software providing prescription label, price ticket and control total routines as standard. Individual pharmacy requirements met by unique personalisation facilities, and on-going application assured by full compatibility with other Nucross Pharmacy systems components.



NUCROSS P.D.T. Selected specifically to offer general data capture facilities to the retail pharmacist – as well as providing simple, fast and accurate order entry to wholesalers. The dynamically partitioned memory (with instant access through a special 'PAGE' key), and in-built flexible software package, give multi-application ability to the unit itself. Supporting wholesaler services such as product price labels and management information reports bring mainframe computer power to the pharmacist.



NUCROSS COM
A professional computer system based on proven hardware components with a comprehensive range of COBOL based application packages to cover most pharmacy needs from stock control to



PHARMACY SYSTEMS

CO-ORDINATED APPROACH

A co-ordinated framework ensures that all units are compatible and flexible, and this unique approach gives pharmacists freedom to choose that combination relevant to their needs today; in the confidence that they also can be adapted and extended to meet their requirements of tomorrow.



P.O.S.

Advanced cash register functions combined with accurate and detailed o.t.c. data capture, and offering immediate in-store analysis of cash point/check out functions, together with in-built data transfer facilities for consolidation and analysis of bulk cumulative information.



ing services. Hardware
ware packages are
e in a number of
ations to suit
ual requirements, from
o multiple users.



THE FUTURE

Nucross Pharmacy Systems are designed to assist the pharmacist in his professional responsibilities in the dispensary and in the management and control of the business as a whole. The co-ordinated approach enables the pharmacist to select any combination of units to meet immediate needs, confident in the knowledge that when the time comes for expansion, other compatible units can be added.



1. The real possibility of adequate stock control and the consequent freeing of capital was very welcome (even if only to my bank manager). The stock labels carry the date of supply and order quantity — even I can weed out or reduce the slow lines with confidence.
2. Much less time spent on the telephone: it sounds trivial but work out how much time a week you spend placing orders by telephone. It really does make a difference.
3. No more Teronac arriving when you thought you had said Tenoretic — only you or your staff can enter the wrong code — you can't blame the telephone sales staff any more. (In fairness, it is

Rural 'freedom of choice' questioned...

John Davies
*Secretary, Rural Pharmacists Association,
Wiveliscombe, Somerset.*

A novel oral vaccine perhaps?



NUCROSS PHARMACY SYSTEMS

CONTACT THE FOLLOWING WHOLESALERS FOR INFORMATION.

Ayrshire Pharmaceuticals Ltd, Townholm,
Kilmarnock, Ayrshire KA3 1BA.
Tel: 0563 22248.

Bleasdale Ltd, 2 Birch Park, Huntington Road,
York YO3 9BL. Tel: 0904 641151.

Bradford Chemists' Alliance Ltd,
Alliance House, York Street,
Fairweather Green, Bradford,
West Yorks BD8 0HN. Tel: 0274 495821.

E.H. Butler & Son Ltd, Morris Road,
Knighton Fields Trading Estate,
Leicester LE2 6BS. Tel: 0533 702881.

Richard Daniel & Son Ltd, Mansfield Road,
Derby DE1 3RE. Tel: 0332 40671.

William Davidson Ltd, P.O. Box 21,
Craigshaw Drive, West Tullos Industrial Estate,
Aberdeen AB9 8BE. Tel: 0224 873796.

Herbert Ferryman Ltd, Galen House,
1-9 Oakley Road, Shirley,
Southampton SO9 7AT. Tel: 0703 788011.

Hall Forster & Co. Ltd, P.O. Box 1DB,
Pooley Close, Newcastle upon Tyne NE99 1DB.
Tel: 0632 862911.

John Hamilton (Pharmaceuticals) Ltd,
South Elgin Street, Clydebank,
Glasgow G81 1PL. Tel: 041-962 3261.

S. Haydock & Co. Ltd, 31 Ballynahinch Road,
Carryduff, Belfast BT8 8EJ.
Tel: 0232 812054.

Macarthy's Ltd, Chesham House,
Chesham Close, Romford RM1 4JX.
Tel: 0708 46033.

Raimes, Clark & Co. Ltd, Smith's Place,
Leith Walk, Edinburgh EH6 8NU.
Tel: 031-554 1551.

Ridley (Wholesale Chemists) Ltd, P.O. Box 25,
Nicholson House, Burgh Road,
Carlisle CA2 7ND. Tel: 0228 24121.

L. Rowland & Co. Ltd, Dolydd Road,
Wrexham, Clwyd LL13 7TF. Tel: 0978 51581.

Swansea Wholesale Chemists Ltd,
'United Welsh Bus Station', Capel Road,
Clydach, Nr. Swansea, West Glamorgan.
Tel: 0792 843703.

James Taylor (Trongate) Ltd,
2/4 West Henderson's Wynd,
Dundee DD1 5SL. Tel: 0382 21611.

NUMARK CHEMIST

A COMPREHENSIVE SERVICE TO THE INDEPENDENT CHEMIST.

The microchip maze — approach with caution

The first substantial article in *C&D* on a pharmacy computing system appeared only two years ago. Since then the number of systems and their versatility have mushroomed, and the market has become almost as complicated and involved as the pharmacist's contract with the NHS — and just as confusing.

However a definite pattern of the direction in which microtechnology is taking retail pharmacy is beginning to emerge. First there are the large number of prescription labelling systems offered by independent dealers, most of which have involved a pharmacist either writing or being intimately associated with the development of the software, and second there are the POS systems developed by the "heavyweight" companies which can call upon more financial backing and computer resources. An amalgam of these first two is becoming more obvious, with Riva looking at ways of elbowing into the dispensary, and Gallid and Channel Business Systems already offering a complete package.

Lastly, there are the pharmaceutical wholesalers, who have moved in on what must be an obvious market for them with various degrees of efficiency. Only Unichem snatched the opportunity early on — although one must concede that the problems and finance needed to "go computerised" are considerable.

After the initial excitement there is now an air of caution. Costs are still high, and the problems encountered by the initial wave of users are being circulated around the profession. Interest is tempered by the American experience, where an overcrowded market place led to a 50 per cent reduction in the number of systems available in just one year.

"With so many systems coming into pharmacy, normal commercial considerations must say the same thing is going to happen here, and what is worrying me is the extent that some members are going to be left out on a limb," says NPA computer expert Mr Jim Downing. "Those companies which have a special interest in pharmacy are likely to remain longer."

So how many pharmacists are using some form of computer in their shop? Mr Downing says labelling systems are catching on but doubts whether there are more than 1,200 in use nationwide (this may be a conservative estimate — a rough

approximation of figures claimed by wholesalers and independent dealers gives a total of about 1,750).

Mr Downing is also sceptical about the value of prescription labelling systems. "My view is that they are not commercially justifiable — there are other means of producing labels neatly, and as quickly, so the choice between a trained girl with a typewriter and a computer is one of personal preference rather than clear economics. The impression I have is that the more dispensing and labelling the pharmacist himself does the more likely he is to be interested in buying a computer.

"You also have a problem with locums using a computer system. One, I think, that is going to increase because all of the systems operate in slightly different ways."

Mr Downing divides dispensary systems into three types: a bespoke system which is specially written and tailored to the requirements of the shop in question; a dedicated system which copes with only one specific task eg. labelling; and lastly an interactive system which combines a number of tasks eg. stock control, word processing.

Many labelling systems now offer a stock control facility. "There you start, in my view, going into the area of reducing value," says Mr Downing. "The more you put on your dispensary system the more it will cost you and the slower it will be. I have real doubts about interactive stock control systems for the average pharmacy because they involve quite a lot of extra work. You've added to the use of the computer the input of all your purchases, and checking and maintaining it correctly."

Where Mr Downing sees the "all singing all dancing" dispensary system becoming a requirement is not on the grounds of economics but on the individual approach of the pharmacist to patient records. "However I — and the Board are with me — don't really see them becoming universal. It is a matter of the professional conscience of each



Courtesy of Medpharm Systems

pharmacist and without patient registration it has limited value. There are very few pharmacists who list patient records as a requirement." Slim, Aposyst and Pride are the only systems he knows of that are currently adapted for use in that respect.

From the start of computerisation, wholesalers' equipment has been a strong force in the market — is there a danger that it will elbow many of the smaller people out of the way? "There are two things here, I'm not sure that they are providing precisely what the retailers need. They have gone into it as a means of competition among themselves. It is difficult to put a finger on it — basically pharmacists are too independent. I can see the keypad becoming quite popular, and I can see the retailer wanting to link it to his micro."

The front of shop area and point of sale systems are where Mr Downing sees the greatest use being made of computers. Until recently there was little variety for the pharmacist to choose from. "It is the area where the pharmacist has the greatest difficulty of exercising control, of keeping his finger on precisely what is happening, and always will be. However, it is all a question of how much will it cost, can you afford it, and will it improve service?" Apart from the stock aspect there is the spin off of closer control of till transactions and consequent reduction of pilferage, and the enforced tidying of the stock area needed to ensure accurate figures are recorded.

A user's opinion

Mr Peter Clark, a Chichester pharmacist, has received an NPA grant in order to carry out a comparative study of retail pharmacy computer systems. He is half way through the project, with 17 systems under consideration, including the Positive and Monarch POS systems.

He finds POS systems slower to use than normal tills and that they produce a lot of information which is no good at all if not used. They are more useful for small chains rather than single shops, he suggests. Nor do they take into account how you order (enforced outers etc) or special offers.

Mr Clark felt a Monarch was more useful than the IRCS Positive system, as everything is actually on site, but it does involve more work. He would not use either system at the moment, as he feels he has an adequate stock control system for his single shop. "If I had two or three shops, I probably would."

Unlike Mr Downing, Mr Clark thinks prescription labellers are worth having. "They produce a very good label — more legible than a typed one." Although he has not yet finished looking at all the options available, he expresses a preference for systems with a screen which will show the whole label, those with a cassette or disc load, and a buffered printer. Many systems are menu driven, and although this is useful initially it becomes a nuisance later on when greater proficiency is attained. He would also look for something capable of expansion.

Some dispensing systems offer far more than others. Aposyst and Pride provide a multitude of facilities, and are more rightly described as dispensary management systems. Many offer a stock control option, but to use it effectively may require additional disc storage, which pushes up the price. Only a few are dedicated labelling systems, such as Scriptmaster, Superwriter, and on a higher level, Sigmaster.

Whatever the attractions and disadvantages of a computer in the pharmacy, there is no doubt they exercise a fascination for people. Even Mr Downing says: "I would have one because I am interested in having a computer if I could afford it, but I wouldn't regard it as essential. It would be nice to have!" ■

Following up...

C&D wrote to Mr Wellings inquiring after an "off the shelf system", details of which were published in C&D in February. He writes:

Following the publication of details of Mr Pearce's system we had several inquiries and several copies of the program were sold. Whether anyone else is actually using it we do not know. Mr Pearce still uses the original program without any difficulties having occurred.

Copies of the program listing can be obtained from us for £5 or £20 for a cassette for a Tandy TRS 80 or Video Genie. A rewriting of the program for any other micro could also be done.

At the time of writing I am engaged in writing a label printer for pharmacists to be used as part of a total integrated stock control program for the Act Sirius 16 bit computer. The full stock control and other business programs will cost in the region of £500 — the Act Sirius is about £2,500.

R. Wellings
Shrewsbury

Dispensary systems

What follows is a brief description of the dispensary systems available that have been previously mentioned in *C&D*. The software facilities given are by no means complete, and are intended to provide only a rough guide to some of the functions the machine can offer (all taken from literature distributed by the dealer). Prices are given as accurately as possible when possible, but like the technology they apply to, seem to change rapidly. For further details contact the dealer.

PACE

Hardware: Commodore Pet 4032, with C2N cassette for tape load. Epson MX80F/T printer.

Software: Label program — 400 drugs in memory (chosen by user), 40 "latin" dosage codes, 17 additional warning messages. Repeat labels, two print sizes, pharmacy address printed. Drugs can be entered by interchangeable numeric or alphabetic code.

Order generating program, private prescription pricing, drug pricing for counter sales (stock control function removed as found not cost effective).



Service: 12 month warranty. Maintenance contract available through Commodore service network.

Cost: Special offer at present of £1,375 or lease at £7.45 per week.

Misc: Integrated pharmacy book keeping system shortly to be available requiring dual disc drive. For hospital use batch numbers and expiry dates can be included on labels. Personalised labels can be supplied.

Address: M. Copeland Ltd, 37 Stamford New Road, Altrincham, Cheshire WA14 1EB (061 928 0087).



Scriptmaster

Hardware: Stand alone unit with single line visual display of 26 characters.

Software: Dedicated system. 100 drugs in memory (can be amended to personal choice for £125). Latin dosage codes, keywords printed in capitals. Repeat labels.

Service: Through Gallid distribution centres (London, East Anglia, North Midlands, Rugby)

Cost: £1,495

Misc: One of the first printers around. Also available as Scriptwriter from Unichem. Gallid decided to distribute it themselves after initial exclusive distribution rights had expired.

Address: Gallid Ltd, 1 Bilton Road, Rugby, Warwickshire (0788 74442).

Border Computing

Hardware: Sharp MZ80A (or K), with tape load. Epson MX80F/T printer.

Software: Label program — 700 drugs in memory (chosen by user), 30 possible dosage abbreviations, any six of 46 instructions. Repeat labels. Two print sizes, pharmacy address printed. Special label function for complex long instructions eg. MAOI warning. Drug usage recorded (may be taped for storage).

Letter processor. Can type and copy up to 100 lines, and tape for re-use. Separate program for up to 250 lines with edit function.

Accounts: NPA ledger format (separate program).

Service: 12 months warranty. £95 a year for repair and replacement, £190 for engineer call out service. Software maintenance at reasonable cost.

Cost: £1,150 (includes separate letter processor and accounts program).

Address: Border Computing & Programming, Dog Kennel Lane, Bucknell, Shropshire SY7 0AX (05474 368).

The system from Border Computing with software developed by Mr H. Parker, Knighton, Powys

COMPUTERS IN PHARMACY

Dispensary systems

Continued from p.435

Microscript

Hardware: Apple computer with variable peripherals.

Softwares: Label program — size of drug file depends on system. Automatic warning messages, interaction alert, PIP or supplier code displayed on screen. Repeat labels, four print sizes, two label sizes. Any label can be memorised and recalled complete (stock labelling in hospital).

Product usage report, number of times dispensed and value dispensed on instant recall.

Service: Program updating service available at "low cost". 12 months warranty for Apple hardware, 90 days for printer and monitor.

Cost: From £1,770 to £2,580, for different sizes of computer.

Misc: Been available for three years this month. Said to be one of the cheapest machines for hospital use.

Address: Microscript, 6 Pavilion Parade, Wood Lane, London W12 0HQ (01 743 9000).

An Apple II with an Oki Microline printer, twin discs and a Hitachi monitor from Microscript



possible time on yearly contract, or ad hoc service.

Cost: £1,495 + VAT. Sigmaster II software only, £250 + VAT.

Misc: Five systems operating. Demonstrations at all Currys Micro C branches. Labels (two sizes) approx £3 per 1,000.

Address: Micro C, 653 London Road, High Wycombe, Bucks (0494 40262) or Noel Baumber, MPS, Medpharm Systems Ltd, 14 Market Place, Grantham (0476 3087).

Holds 200 accounts and prints 99 items on one invoice. Gives running VAT total.

Service: 12 months warranty, thereafter service on call out basis at £10 per hour plus parts (in immediate area only). Contract service if required by negotiation.

Cost: Hardware as above + label program £1,457.50 + VAT. Label program £127.50, prescription analyst £67.50, invoice writer £127.50 (all + VAT).

Misc: Programs available nationally via Apple dealers (costs given may vary).

Address: Bedford Micro Centre, 31 Tavistock Street, Bedford MK40 2RB (0234 215015).

Sigmaster II

Hardware: Commodore Pet 4032 (40 column screen) or 8032 (80 column screen) for use of other programs, eg accounting, VAT. Cassette for tape programs (disc based program optional). Epson MX80F/T printer (buffer modified).

Software: Sigmaster II. Dispensary labelling system (in basic). Dedicated to labelling, not stock control. 500 drugs in memory and 43 "latin" dosage codes (chosen by user). Duplicate labels, self centering text, two print sizes, pharmacy address printed.

Sigmaster III (disc based). 1,500 drugs disc accessed. Drug interaction facility.

Service: 12 month warranty. Maintenance by Mastercare (a division of Currys) with three options — 24 hour response, best

Bedford Micro Centre

Hardware: Apple II 48K, disc drive with controller, 12in Transtec monitor. Oki Microline 80 printer.

Software: Label program — drug name and instruction codes chosen by user, drug can be printed by proprietary or generic name. Warning prompts for cautionary labels. Can mix type with codes for extra instructions. Repeat labels.

Prescription analyst — compares purchase of drugs and containers with Pricing Bureau invoice, on a monthly basis.

Invoice writer — produces VAT invoices at retail level (with pharmacist in mind).

Tri-Moss Systems

Hardware: Commodore Pet 4032, with cassette for tape load. Epson MX80 printer. Commodore 8052 disc unit if required.

Software: Label program — 500 drugs in memory, drugs divided into 63 categories and called up with alphabetic code. Warnings printed automatically eg "External use only" when lotion keyed in. Label edit facility. Pharmacy address printed.

Stock control and label program: as above, and totals amount used to give reports showing re-order level, surplus, shortfall and usage of current and previous month. PIP or wholesaler codes can be included by user, and file amended.

Service: Provided by dealer network via Tri-Moss. Program updates available at nominal cost.

Cost: Hardware (without disc) and label program (on cassette) £1,544. With disc and label and stock control program £2,739.

Misc: Drug interactions and POS system planned.

Address: Tri-Moss Systems, 57 Hill Top Avenue, Cheadle Hulme, Cheshire SK8 7HZ (061 485 4609).



Sigmaster II, a dedicated labelling system distributed through Currys with software by Noel Baumber

SLIM

Hardware: Integral unit with 32K CMOS memory, internal dot matrix printer, separate portable VDU (external printer can be used if required).

Software: Label program — 360 drugs in memory (may be enlarged by user), 21 complete instruction combinations.

Repeat labels (any number repeatedly eg. patient medication files). Free text labels up to eight lines of 26 characters.

Product usage report (daily, weekly etc). Separate log of stock orders and re-order frequency report.

Service: Annual maintenance contract £190 (includes on-site visit for servicing and program update). 24 hour exchange via Securicor for faulty units.

Cost: £1,200 + VAT. Rental and lease purchase terms available.

Misc: 28 day trial installation for £60.

Hospital version available. Can act as a data capture terminal for POS. Complete dispensary/POS system "at an advanced state of development." Mr Thompson reports 47 firm orders to date.

Address: Torkingcourt Ltd, 150 Charminster Road, Bournemouth BH8 8UU (0202 528432).



The Slim system has a "burnt in" memory chip, with the advantage of not having to load a program by cassette every morning

PALS

Hardware: Commodore Pet 4032, with cassette for tape load. Epson printer (disc units optional).

Software: Label program — 250 drugs in memory, 20 standard prescription groups, 48 dosage codes, (chosen by user).

Computer can be up to nine labels in front of printer. Repeat labels. Warning codes (5 from 26) as reminder for supplementary labels. Two print sizes, pharmacy address printed.

Daily product usage report.

Version II — as above, but 1,500 drugs on file and full stock report at end of day.

Version III — unlimited number of products, but no stock report.

Service: 12 months warranty.

Maintenance contract available through Commodore dealer network.

Cost: Software £600 + VAT (version 1 available on cassette). Promoted through dealer network — cost variable.

Misc: Hospital pharmacy program available. Pre-printed labels can be supplied.

Address: Taylor Wilson Systems Ltd, Station Road, Dorridge, Solihull, West Midlands B93 8HQ (05645 6192).

J. Richardson COMPUTER LABELLING

Widely acclaimed as being the
Fastest and Easiest to use
— Well ahead of all Others —

So many features for the price, all of real practical use in your dispensary.

Add/Delete your own drugs (8-900).
Add/Delete own doses (over 100). Very accurate stock control with wholesaler of choice. Displays either Link, Prosper or PIP codes. Cautionary label indication. Constant full label display. Repeat labelling. Monthly print out of all dispensing/drug statistics. Private prescription pricing etc. Produces superb labels every 5-10 secs.

All for less than £1500 (lease purchase £53/month).

Satisfaction guaranteed, 2 months trial period.

Phone Croston (Lancs) 600494 anytime.

**NOW YOU CAN SEE
J. RICHARDSON
COMPUTER LABELLING IN
ACTION IN YOUR OWN
PHARMACY.**

EDINBURGH — SEPT. 13-15th — British Pharmaceutical Conference Exhibition (Stand 9)

OR AT

LONDON — OCT. 3rd-5th — Chemex 1982 Exhibition — (Stand 66)
Kensington & Chelsea Town Hall, W8
SEND FOR FREE COMPLIMENTARY TICKET.

Return to:— John Richardson, 10 Carvers Brow, Croston, Lancs PR7 7JD. Phone: 600494.

Shop Address

I will beat Edinburgh Conference ☐

I would like.....complimentary ticket/s for Chemex '82..... ☐

I would like someone to telephone me at (Tel. No.)
to arrange demonstration in my pharmacy.

Signed

Position.....

COMPUTERS IN PHARMACY

Dispensary systems

Continued from p437

Aposyst

Hardware: Retail system is based on the ICL personal computer and the hospital system on the DRS20/50. A scaled-down version of the retail system to run on a twin floppy DRS20/20 (due out later this year) is planned.

Software: Comprehensive dispensary management system, on similar lines to Pride from Unichem. Label program includes cautionary labels, drug interaction warning, maintains a patient file and monitors drug expiry dates. Also stock control and automatic stock adjustment and ordering. Purchase ledger, payroll and word processing options.

Service: Hardware maintenance costs approximately 12-14 per cent of capital value per annum. Software support scheme £7 per month.

Cost: Retail model (with 5M mini-winchester drive, printer, dispensary management software, operating program) £4,995 + VAT. The scaled down version using a DRS20/20 will be about £3,900. Leasing terms available at approximately £123 per month for a five year lease (around £21 per week after tax relief). Hospital system, which is more "tailored" costs around £13,950.

Hardware costs as before.

Misc: Will be on display at the British Pharmaceutical Conference in Edinburgh. OCS brings together the Orridge Group (a pharmacy services company), ICL, and one of the originators of UK dispensary systems, Manorfield Systems, run by Mr Idris Hughes.

Address: Orridge Computer Systems Ltd, 117 High Street, Epping, Sussex CM16 4DB (0378 76148).

Style

Hardware: Sharp 48K MZ80A, with tape load. Epson MX80T printer. Buffered print cable optional.

Software: Label program — 500 drugs in memory (chosen by user) with top file of 70 for fast number access, 25 instruction codes, can mix type with codes. Standard warnings printed as necessary. Generic-proprietary cross match on file. Repeat labels, self centering text.

Product usage report, automatic count of forms (paid and exempt) and items dispensed.

Service: 12 months warranty. Hardware maintenance contract £95 per year, software maintenance £25.

Cost: £1,150. Buffered print cable £165. Leasing terms available.

Misc: Printed labels at £4.95 per 1,000.

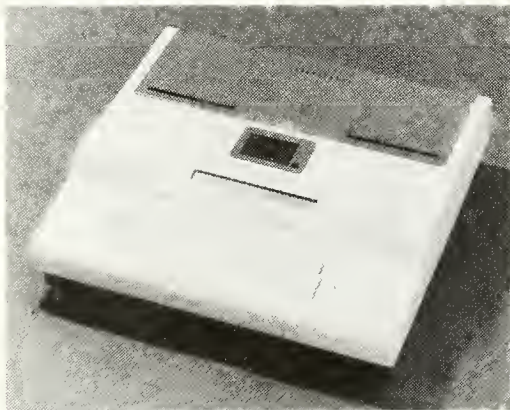
Video cassette sales presentation can be borrowed on leaving a deposit. Hospital program available. Have been trading since April.

Address: Park Systems, 11 Molyneux Way, Liverpool L10 2JA (051 526 7087).

Scriptcounter

Hardware: Stand-alone unit with single line 40 character display. Two integrated 40 column dot matrix printers. Capable of upgrading to provide V24 interfacing facilities.

Software: Dedicated system. Label printer — 50-500 drugs fixed in memory depending on model. "Latin" dosage codes. Repeat labels, choice of print colour, displayed before printing. Stock control data for 500 key lines, daily tally of prescriptions (paid, exempt etc).



Can produce price tickets — options available for dating and coding.

Service: Maintenance contract £180 per year, 24 hour exchange.

Cost: Basic cost £1,275 + VAT.

Misc: Taylor Nelson are a market research company and provision of sales data may lead to reduced cost. Same hardware available through ICML (as Nuscribe), but with different software (larger drug file, different label generating routine). Over 450 units produced so far.

Address: Taylor Nelson Medical, 457 Kingston Road, Ewell, Epsom, Surrey KT19 0DH (01 394 0191).

Pre-Scribe

Hardware: Apple II. Dual disc drive. Epson MX80F/T printer.

Software: Label program — menu prompt, statutory warning labels, dosage instructions accessed by three digit code. Product usage report, either by proprietary or generic name, with zero facility.

Complementary packages for repeat prescriptions, pharmacy accounts.

Service: via Apple dealer network.

Cost: Under £2,500.

Misc: Patient record system for health centres etc planned.

Address: Micro Management, 32 Princes Street, Ipswich, Suffolk (0473 57871).

Richardson

Hardware: Modified 48K Video Genie, Epson printers (modified). "Green" monitor.

Software: Written in machine code. Label program — over 800 drugs on file (chosen by user). Automatic cautionary labelling,



indication of more obscure warnings.

Choice of PIP or wholesaler code.

Constant full label display, bleep warning for errors, error correction. Repeat labels. Product usage report, automatic re-order, private prescription pricing, retail pricing from cost price (adjustable margins).

Service: £195 maintenance contract — 24 hour replacement nationwide and program maintenance.

Cost: around £1,500.

Misc: Two month trial offered for £125. System available for Northern Ireland, including prescription pricing codes, from Sam McLernon Ltd, 26a Cussick Street, Belfast. Printed labels £4-5 per 1,000.

"More than 100 sales", says Mr Richardson. Word processor, VAT and accounting facilities planned.

Address: Mr J. Richardson, MPS, 13 Hope Terrace, Lostock Hall, Preston, Lancs PR5 5RU (Preston 311328).

Vixon

Hardware: Shelton Sig/net computer with Hazeltine Esprit terminal, Oki Microline 82A printer, twin 400K disc drives.

Software: Label program — 1,250 drugs in system, called up in alpha numeric code. Duplicate labels. One label can be split over several labels. Drug interaction warning.

Stock control, running totals of any drug for up to 15 months. Prescriptions counted as paid, exempt, contraceptive, diabetic.

Service, cost: Contact dealer.

Misc: The software is designed to run on

any CP/M based computer with a minimum of 64K of memory and twin 320K discs.

Address: Vixon Computer Systems, 49 Grimsby Road, Cleethorpes, South Humberside DN35 7AQ (Cleethorpes 58561).

Pharmaram

Hardware: Provides 48K of RAM, 100K of disc storage and is based on the Motorola chip. Epson 3 printer (with optional buffer).

Software: Disc loaded system. 2,000-2,500 lines in drug file with option to double to 5,000 lines. Generic cross match. Warnings printed automatically, "latin" dosage codes, alphabetic drug codes. Repeat labels, pharmacy address printed, two print sizes.

Stock usage report, order produced based on minimum/maximum stock levels. PIP or wholesaler code. Manual order can be produced with code. Prescription items (paid, exempt etc) recorded.

System is capable of transmission.

Service: 12 months warranty. £120 maintenance contract covers hardware and software (printer under manufacturer's guarantee).

Cost: Launch price of £1,295 + VAT (to be held for about six months). Buffer for

printer £100 + VAT.

Misc: A new system to be officially launch at Chemex 82. Only sold as a complete package — software not available separately. System is capable of expansion.

Address: Pharmaram, 600 High Road, Seven Kings, Ilford, Essex IG3 8BS (01-599 4436).

Computer jargon

Buffer: Place where information can be temporarily stored, to allow for the fact that some parts of the system will work faster than others.

Bureau: A computer bureau is a company that runs other people's work on its computer — for a fee.

CP/M: An operating system which determines whether a particular software package will run on your computer — if you have it many off the shelf packages are available as it is common on many microcomputers (not Pets).

CMOS: One of three types of metal oxide silicon semiconductor, with a low power consumption.

Machine code: A programming language which relates directly to the internal memory of the computer — binary

notation. All other computer languages have to be translated into machine code before the program written in them can be executed.

Menu: Series of questions posed during an operation requesting information for the next stage.

Operating system: There are two broad categories of software — systems and applications software. Applications programs allow you to apply the computer to do something eg. payroll, invoicing. System hardware fits between the applications programs and the hardware on which they run, and manages the hardware resources and its logical processes.

PLU: Price look up. The ability to check a price on a point of sale terminal by referral to its own internal memory. Can help stop under ringing at the till, if the price of the item does not agree with its code.

PROM: Programmable read only memory. ROM is a fixed memory used for unalterable programs that are frequently used. PROM is a type of ROM that can be individually programmed by the user with a device called a PROM programmer.

RS232: A specification drawn up the Comite Consultatif Internationale de Telegraphie et Telephonie for physical connection between equipment eg. which wires go to which pins in a plug and socket connection.

Are you considering label writing by
Computer? Then talk to us about labels
before ordering

Very competitively priced labels,
plain or printed in 1 or 2 colours for
all computerised label writing
systems.

Available in minimums of 20,000, so
don't feel obligated to buy larger
quantities if you don't need them.
Our local representative is awaiting
your call.

**ORDER WITH CONFIDENCE FROM
THE COMPANY WITH 100 YEARS
SERVICE TO YOUR PROFESSION.**

Please supply details and post paid order forms to.

Name _____

Full Postal Address _____

Post Code _____



Pharmaceutical Packaging (Leeds) Ltd.

A DIVISION OF THOMAS WAIDE & SONS LTD

KIRKSTALL HILL, P.O. BOX 140, LEEDS LS1 1QE.
TEL: (0532) 752653 TELEX: 55248.

CD

More wholesaler systems on the way

It's taken a long time, but at last other major wholesalers are getting into a position to challenge Unichem's long held lead.

Vestric are poised to launch level 2 of their Link system this Autumn (p446), and although it does not appear to offer anything radically new in the way of prescription labelling, it fits in with their modular scheme — the idea of being able to build up a complete system piece by piece.

Numark call their system a co-ordinated approach, but are proceeding along the path already trodden by Unichem. With the Nucross portable data terminal gradually becoming established as more wholesalers are able to offer the service, a Nucross POS terminal and computer are "scheduled for release in the

coming months".

Macarthy's have announced that their researches are expected to culminate in a few months in the first of a series of new generation equipment, and Barclays are said to be on the verge of introducing their own system, while Unichem have updated their Pride and Prosper systems.

All these wholesalers except Unichem have pledged support to, or are actively making use of the PIP code. Although use of the code is far from universal, its usage by Vestric, Numark and Macarthy's should swing other potential users behind it. Certainly most independent systems either use, or can use, the code.

Caveat emptor — buyers beware

by C.J. Trebble, Numark

Computer systems offer enormous potential for pharmacy — increased efficiency, cost reductions, improved customer services, and further projection of the pharmacist's professional status. Most wholesalers have already developed computerised order processing and stock control systems and this has allowed them to give instant response to retailers' orders and to provide invoice with goods. (In fact, it has already been suggested that the absence of such systems contributed largely to the recent downfall of a major pharmaceutical wholesaler.)

Similar benefits to those gained by wholesalers are available to the retail pharmacist, but in many ways the path they must tread in acquiring them is more tortuous and accident prone. Very few pharmacists can afford the luxury of specialist staff and consultants to guide them to develop bespoke programs, and must, instead, rely on "package" solutions offered by wholesalers, specialist suppliers, and fellow retailers.

Role of the supplier

Retail pharmacy systems have been available in the USA for some years, yet as recently as 1980 a survey carried out by the American Pharmaceutical Association revealed that within the space of a single year a list of 92 firms marketing more

than 100 different systems had been reduced to just 37 companies marketing 47 different systems. Their overriding conclusion from the survey was "Caveat emptor — let the buyer beware" — and the need for the UK market to learn from this experience cannot be too strongly emphasised.

The role of the supplier is not only to develop and make available systems that are practical and reliable, but also to make them lasting — and this means that the supplier himself must also be capable of lasting to provide necessary on-going maintenance, support and development. It is a rare system that never requires modification nor amendment!

The prospective purchaser will also be well advised to question the motives of potential suppliers, and to establish the supplier's chances of remaining in business through and beyond the lifetime of the system they are attempting to market. Specialist computer sources must, per se, profit from the sale of hardware and software — and this is not easily accomplished with low hardware prices and high software development costs. All in all, the inter-dependency of wholesale and retail chemists, coupled with the practical experience of both pharmaceutical and computer disciplines already available to leading wholesalers, suggest that this should be the most fruitful source of supply — but even so,



Courtesy of Medpharm Systems

retailers must be wary of any "tying in" effect of those who, for example, deny the use of industry standard codes.

The need to plan

Retail pharmacy is complex. Success depends on professional operation of both ethical medicine dispensing and commercial retailing, with a growing realisation that the pharmacist must be freely available to advise those patients seeking self-medication. Time is at a premium, yet business administration places further demands on the pharmacist. Furthermore individual pharmacies have individual requirements, and demonstrate various degrees of sales and profit mix, differing potentials, and varying aims and aspirations of their owners.

Against this background, it is not only important for the pharmacist to plan his implementation of computer systems, but even more so for the genuine prospective supplier of systems so that he can meet the pharmacist's requirements both now and in the future.

The co-ordinated approach

The co-ordinated approach has been developed by ICML to provide a range of compatible and practical systems, with sufficient flexibility to match the individual requirements of pharmacists — in computer terms, it takes full advantage of low cost micro-technology.

Overall, the co-ordinated approach recognises the financial, educational and practical benefits of phased implementation — without the imposition of a single basic starting point. Each component is designed to be available separately, and can be selected by each pharmacist according to his or her immediate priorities.

The future

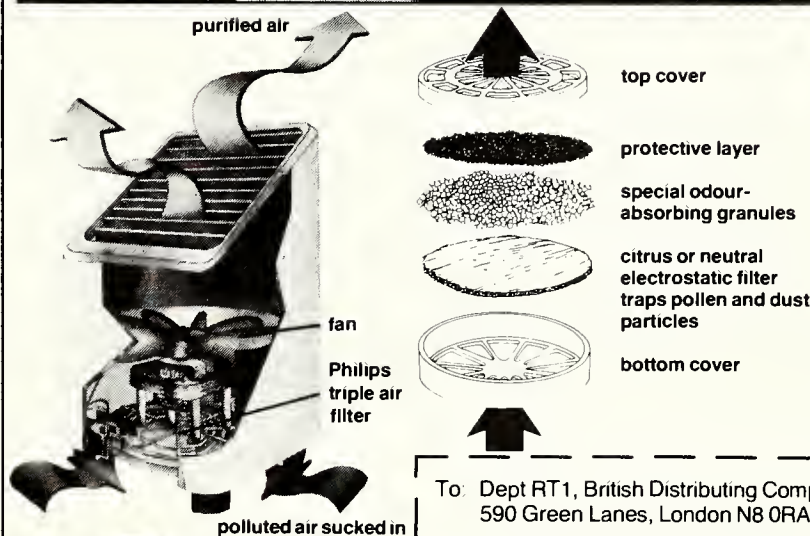
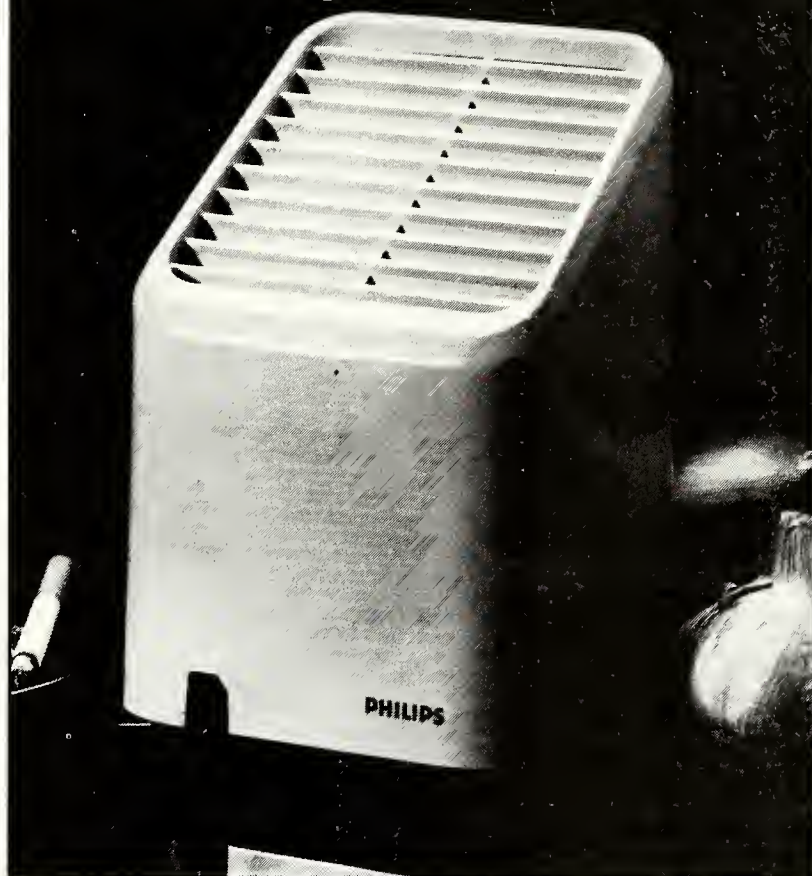
Despite warnings, signs of a repeat of American pharmacists' experiences are already visible, and retailers will need to

Continued on p442

PHILIPS

The NEW Philips Air Cleaner from BDC

**At £8.98 you'll
clean up the market.**



bdc
**THE ELECTRICAL
WHOLESALE**

THE MARKET IS AS BIG AS THE UK

The Philips Air Cleaner is a very hot property indeed. Early sales have smashed all targets — and Philips now predict 100,000 will be sold this year.

At BDC, we think that's a conservative figure — because every home and office in Britain could use one.

For you, it's an opportunity you can't pass by.

It's an ideal product to sell alongside your existing lines. It's proved to be a very fast mover. And at BDC's sensational low price of £8.98, excluding VAT, you're in a situation where you can clean up.

This autumn, Philips are launching a massive advertising campaign to create the demand. So now is the time to stock up.

Send the coupon for more details, and your copy of the BDC Times. It's packed with hundreds of offers, ideal for chemists to retail. All at BDC's special prices. And all with delivery in 24 hours, in a 30-mile radius of London.

BDC.SPECIALIST DISTRIBUTORS OF ELECTRICAL PRODUCTS TO THE CHEMIST

Philips . Braun . Carmen . Casio . Dreamland
Monogram . Duracell . Micromark .
Morphy Richards . Moulinex . Pitco . Tefal .
Texas Instruments

To: Dept RT1, British Distributing Company, BDC House,
590 Green Lanes, London N8 0RA

Send me a FREE copy of the BDC Times, and an account application form.

Name _____

Name of Store _____

Address _____

Tel. No. _____

CD/11/9/82

In the USA, it's the best-selling air cleaner by a mile.

In Britain, it's already proved itself to be a sensational winner.

It's the remarkable Philips Electric Air Cleaner. And now, you can clean up the UK market — with BDC.

A BRAND NEW ANSWER TO AN AGE OLD PROBLEM

Household smells. Tobacco, pets, nappies, cooking (and let's be honest, people).

At the moment, the housewife masks the smells with sprays, or opens a window (in summer, anyway).

Now, she can come to you, the chemist, for a real answer. An electrically-operated air cleaner that actually filters out dust, pollen and odours, and circulates lemon-fresh, clean air to the room.

HOW IT WORKS.

Its secret lies in a triple filter — containing a combination of odour-absorbing crystals and an electrostatic dust/pollen filter and scent impregnated filter.

Air in the room is drawn in via an electric fan, passed through the filter where the pollutants are trapped, and then recirculated fresh and clean through the top.

The filter lasts for up to 3 months, and is easy for the consumer to replace.

In around 30 minutes, the Philips unit can clean the air in a large room. Its compact, unobtrusive design and quiet operation make it ideal for use anywhere in the home or office.

Organise the professional side

by P. Worling, Vestric

One of the advantages we have in the UK is that we do not have a history of in-pharmacy systems to act as a straight jacket to the development of in-pharmacy computers. The computer can save time; greater efficiency between pharmacy and wholesaler can be provided by the use of order entry terminals, and once the pharmacist has decided his future needs for patient records, drug interaction, and accounting and management systems, these can be provided at economic prices.

It seems to me that what the pharmacist should not do at present is buy a complete stand-alone system until some of the questions regarding future development of professional matters, such as patient counselling, the need for patient records and drug interaction systems, have been clearly thought out. For this reason I believe the only way to develop is through a modular system, such as Link.

It is important that we get the professional side right first before there is too great an involvement in front of shop systems. There are benefits to come from the use of point of sale equipment, but at the moment even the large grocery groups have not resolved the problem of making these cost effective. I would suggest that development in this area is left until 80 per cent of packs are bar-coded and code reading systems which not only work but are available at an economic price can easily be obtained.

I hope that a sensible approach to drug interaction information is possible. The obvious solution would be for the Pharmaceutical Society to issue the basic information in the form of a published

The Numark approach

Continued from p440

exercise considerable care in selection of their systems and supplier to prevent future disappointments and failures. There is, perhaps, one caution that must be exercised — regardless of supplier. Effective use of computer systems requires discipline, and even the most sophisticated computer cannot balance the books unless it is fed the relevant information as and when required. As a preliminary to adopting a computerised approach, the prospective user will be well advised to examine his current procedures and attitudes, and, unless prepared and willing to adopt the necessary disciplines, cannot expect to realise the full potential of efficient and well organised computer systems. ■

standard which can be programmed into the various systems available. This is something which needs to be tackled with some vigour now and not left to be solved when there are some 15 or 20 different drug interaction systems available to choose from.

We will shortly see a substantial growth in the number of systems available to retail pharmacy. The most important factor is the development of the right software to drive the equipment, and this is the area where a lot of work still needs to be done. I am convinced that there are great benefits to be derived from the future development of computers in pharmacy. I am also convinced that companies like ourselves must play a major part in this development because of the costs and the organisational problems it brings. It is our intention to support our customers in this area 100 per cent. ■

Dialogue lost — a real risk

by D.A. Banks, Macarthy's

There is no denying that the introduction of computers into retail pharmacy has been of major significance in the last few years. Further, there is every prospect that development in the near future will be at least as important and, if anything, wider ranging in terms of complexity.

Macarthy's' researches into the provision of terminals led us along two pathways which have to be compatible. First, we are committed to the principle of personal contact and service. There is a very real risk that in an overautomated system the ability to maintain a dialogue is lost. Second, we aim to have available the most modern and updated system to provide a maximum of service to our customers. These researches are expected to culminate in a few months in the introduction of the first of a series of new generation equipment.

Not least of the factors which have delayed our entry into the field of "in shop" equipment was a desire to see a common code, believing, as we do, that there is no customer benefit to be derived from unique coding systems contrived to tie in business to one house. The PIP code emerges as the only acceptable and currently available system, and consequently our intentions are founded upon its utilisation.

Perhaps the most important feature of

providing terminal equipment and software services is the upkeep of standards in physical distribution and in central computing functions. It is a retrograde step to trade standards for technology, or to ask customers to pay too high a price for the data available to them. However one views the prospect of increased control of our businesses by the use of computers, it is clearly necessary to ensure its cost effectiveness. Our trading terms are already geared to the provision of maximum discounts and have not been allied to the acceptance of a specific ordering system, neither are they paid retrospectively. These benefits should not be lightly dismissed when making true comparisons as to the cost of computerisation.

While Macarthy's' plans are still "under wraps" it is our intention to introduce in the near future a flexible system which is capable of extension as the proprietor requires. Ultimately the inclusion of POS data and management accounts should make this a valuable tool to our customers who elect to use it. ■

Look for the back-up

by D. Walker, Unichem

David Walker, Unichem's management services director, believes the main drive will continue to be from wholesalers competing to maximise efficiency internally, as well as for their customers. During the next five years more wholesalers will recognise the advantages brought about by the use of computer technology and the unique position they hold.

"Whilst many pharmacists may well choose to 'go it alone', the majority will take advantage of the back-up and know-how provided by their wholesaler," says David Walker.

Order entry systems such as Unichem's Prosper and, more recently Vestric's Link, are now installed in about a third of the UK's community pharmacies. The next five years will see this figure double and it will become the exception to find a pharmacy not utilising a computer.

The Pharmaceutical Society has made clear its preference for printed or typed dispensing labels and pharmacy computers are most popular in this area. Unichem's Scriptwriter is in some 300 pharmacies, and new systems are announced almost weekly. The cost of labelling systems varies between £1,000 and £1,500 — the next two or three years should see this halve.

Mr Walker predicts the more sophisticated systems, offering patient medication, automated stock control and other facilities, will be more slowly digested — partly because of price (Pride, for example, costs more than £4,000) and

Continued on p444

**ARE YOUR
HAIRCARE
SALES
COMFY?**

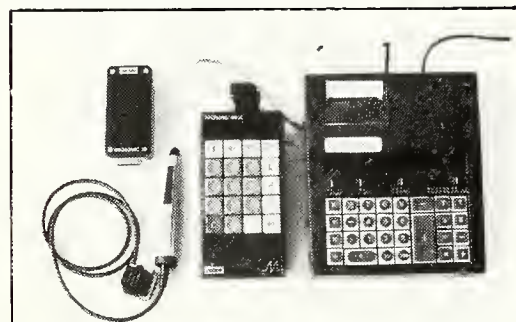
COMPUTERS

Unichem's views

Continued from p442

partly because the level of technology is slightly ahead of its time. The rapid growth of EAN bar codes on products will lead to the equally rapid introduction of new or enhanced pharmacy computer systems equipped to exploit this area.

"It is essential, in my view, that every pharmacist should consider how computers can improve their service to their customers and patients before it is too late. There will never be an acceptable substitute for human contact."



Unichem's new Prosper ordering system. From left: add-on storage module; light pen; key pad and printer.

What's available from the wholesalers...

Unichem

Prosper: Portable data terminal which accepts, stores and transmits order lines. Features out of stock response, customer control of price labels, and multi-account transmission. Options include bar code wands, memory packs, cross reference catalogues, stock valuation services, printer-calculator. Links are possible to Pride and any future projects will allow two-way response to Prosper. Cost £30 per month (includes maintenance, installation training, acoustic coupler, management reports and the first 1,000 price labels per month). Shelf-edge labels available at £5 per month, price stickers over the first 1,000 are £1 per 1,000 and the printer / calculator is £10 per month. All eligible products ordered through Prosper receive an additional 1.5 per cent profit share. Unichem claim 2,250 users.

Unifiche: Storage of invoices and statements on microfiche. The reader comes in two versions: portable briefcase model £190 + VAT; desk bench model

£155 + VAT. Present monthly cost is £3 per month for Prosper users and £4 per month for non-Prosper users. 670 users.

Scriptwriter: Stand-alone prescription label printer. 100 drugs on file and summaries of number of items (paid, exempt, contraceptive) and prescription forms on request, can produce batches of labels, for own stock or addresses. "More than 300 users". Cost £1,310. (Same unit marketed by Gallid as Scriptmaster.)

Pride: Dispensary-based microcomputer based on Altos 64K RAM, Z80A microprocessor, 1 megabyte of dual floppy 8in discs, Soroc IQ120 VDU (24 rows of 80 columns), Oki Microline 82A buffered printer. Controls stock, produces prescription labels, and places orders via the telephone. Can be used for patient record storage, word processing, purchase ledger, payroll. Present cost: members £5,470, non-members £6,500 (includes installation, training, 15 months' maintenance, complete product diskette file). 100 users, say Unichem.

Continued on p446

**BONUS
OFFER**

Special Autumn Bonus on

Derbac* Combs

Your retail margin increased to
55p per comb
an extra 13p per sale**

Stock up now for peak seasonal
sales and recommend the best
to your customers

**Offer closes 29th October—Minimum order of 1 dozen

*Derbac is a trademark

Bengué & Co. Ltd.,

Syntex House · St Ives Road · Maidenhead · Berkshire SL6 1RD

COMFY

THE HAIRCARE BRAND THAT GIVES YOU SOMETHING EXTRA.

MERCHANDISING SUPPORT FOR REGULAR SALES

One of our team of experienced merchandisers makes regular calls on your shop to merchandise your Comfy Display. During their visit they will re-merchandise your display unit; prepare a replacement stock order; keep you up to date with latest hair fashion trends.

PART OF THE COMFY PARTNERSHIP.



POPULAR COMPREHENSIVE RANGE

The Comfy range is designed for the busy shopper and satisfies her needs without too many confusing options. Busy sales staff are not overlooked either. All stock is pre-priced and clearly coded for product identification.

PART OF THE COMFY PARTNERSHIP.



EYE CATCHING DISPLAYS

Choose from two attractive ready stocked, pre-priced, self selection units. Delivered ready to start work for you straight away.

PART OF THE COMFY PARTNERSHIP.



COMFY PARTNERSHIP IN PROFITABLE SELLING

For further details complete the coupon and post it to:

Mr. R. Lyon, Devoncure Ltd., Warstock Road,
Birmingham B14 4RT, or telephone: 021-474 2252

Please send me further details of
the Comfy Partnership.

Name _____

Address _____

The POS scene

Whereas dispensary systems have grabbed much of the limelight until recently, this seems to be unlikely to be the case in the future. Point of sale systems, although more expensive, have shown they can be a valuable and cost effective management tool, if correctly used. Only Independent Retail Computer Systems and Channel Business Systems have been offering POS systems for pharmacy, but recently two newcomers have arrived on the scene, Riva and Gallid (*C&D* June 12 and May 29 respectively).

Of these companies, Channel and Gallid are offering a package complete with POS and labelling facilities. Riva are experimenting with a "dispensary" version of their POS terminal for use as a labeller.

IRCS have announced their intention to market their system more aggressively, are recruiting a sales team, and have

ambitious targets. Managing director Colin Bell explains that he has kept a low profile for the past two years while he got all the bugs out of the system. IRCS (using Allen Computers International for their bureau service) are jointly responsible with *C&D* Price List for maintaining and updating the PIP code, and the code is used on the IRCS Positive system. (The code is managed by the NPA who hold the copyright jointly with *C&D*.)

POS systems come in two basic configurations — stand alone or using a computer bureau. Channel, with their Monarch system, and Gallid are stand alone. All the equipment is on site and its entire usage is dictated by the requirements of the pharmacist manager. He inputs and amends all the stock records, and has to process all the sales information from the POS terminals,



Courtesy of Data Transfer

which is produced as required on site.

In a bureau system, such as offered by Riva and IRCS, computer time on a large central computer is rented out to process sales data. Information is transferred to it from the POS terminals (where each transaction is recorded on a small cassette or in the terminal's own memory if it has one) via a telephone link. Reports are returned to the user once a month or as required, or as in the Riva system, can be summoned instantly on a VDU by dialling up the bureau.

The systems claim to justify their expense by reducing stock levels, increasing sales, improving cash flow,

Continued on p448

Continued from p444

Vestric

Superwriter: Stand alone prescription labeller (hospital and retail versions available). Dot matrix printer can print in two sizes, with automatic switch to smaller size depending on the number of characters. 150 drugs on file, with facility to add extra 25. Batch printing of up to 500 labels. Number of items and prescriptions dispensed available for instant recall. Cost £1,450 + VAT.

Microfiche: Storage of invoices and statements on a monthly basis for £3.50 per month (to Vantage chemists). Monthly updated catalogue of full product range (useful for Link as contains new codes). Also available is the Interax drug programme, a guide to drug information and interactions on several hundred commonly used drugs — regularly updated. Reader can be bought outright for £152 or in 12 monthly instalments.

Link level 1: Order entry system, allowing two way communication with the mainframe computer via modem. Uses a normal typewriter keyboard and can accept either alpha-numeric or PIP code. Text messages can be sent with the order and details of past orders are stored to prevent duplication. Pack labels supplied with items ordered. 16 character display panel. Price changes and special offers can be sent from depot and read on the display. "Over 750 terminals in use".

Link level 2: The second module of the Link system, Level 2, will be available for extended user trials in the Autumn, says Mike Dunk, Vestric's special project



manager. Three pieces of hardware are added to the processor provided in Level 1. These are a screen monitor, a 9 x 9 dot matrix printer and an "expansion box" to provide the necessary equipment to run the order entry and fast prescription label printing program — both switched by a single key depression.

The program, together with information on the 250 common used drugs, are held in the fixed memory in the expansion box — an additional 50 drug names can be entered to cater for local demand patterns.

The category and number of items are stored in the memory to print a summary of issues on demand. Where appropriate, counselling information such as "complete the prescribed course", is flashed onto the screen. Warning labels can be added by the pharmacist — the system will also automatically print the three warnings "shake the bottle", "for external use only", and "not to be taken" as appropriate. The directions for use are based on expanding Latin "Sigs".

The 9 x 9 matrix printer gives labels sized 2 5/8 x 1 1/8 in, pre-printed with the pharmacy's name and address. Alternatively the system will print onto blank labels if required. A batching process allows for printing up to 999.

Numark

Nucross Scribe: Dedicated pharmacy labeller — available in both 300 and 500 drug name versions (user choice).

Extensive form, strength and dosage instruction abbreviations. Planned upgradability (according to user choice) includes conversion to full "point of dispensing" terminal. Standard is the facility to produce PIP coded product price tickets for use now and in conjunction with POS systems.

(Conversion facilities [300 to 500] to be made available shortly at unit purchase price difference only.) Cost £1,275 for 300 drug version, £1,350 for 500 drug version — special terms for Numark retailers.

Nucross POS: OTC data capture, combined with traditional cash register facilities and with planned interface to both in-store computer and bureau processing facilities. Scheduled for release in the coming months.

Nucross PDT: Portable data terminal, providing order entry with in-built additional storage for the pharmacist's own use in conjunction with POS and/or an in-store computer. For order entry, use of PDTs provides a direct link to each wholesaler's computer, and their provision is closely related to individual wholesalers overall terms and services.

Nucross computer: Full in-store computer facilities, interfacing to Nucross Scribe, PDT and POS as required, and with a range of software written in COBOL (it is also intended to offer the various software packages separately for use on alternative equipment). Scheduled for release in the coming months.

MUCRON THE TOP SELLING CATARRH REMEDY *BACK ON T.V.!!*



- Heavy T.V. Campaign in bursts right through from September 1982 to March 1983
- £½ million spend on already proven commercials.
- PLUS £¼ million National Press Campaign.

Be prepared
for the extra and
profitable sales
**CHECK YOUR STOCKS
AND BUY IN
NOW!**

Mucron-THE BRAND LEADER

Another guaranteed product from International Laboratories

COMPUTERS IN PHARMACY

Concluded from p446

reducing out of stock lines and monitoring ordering. However, they do not detract from buying skills, and the data provided is only useful if properly applied. Setting up any system requires an accurate stock-take, and its maintenance requires that all stock movements be recorded. If this is not done conscientiously the whole purpose of having a POS system is frustrated. Although this needs additional time it does have the advantage of enforced tidying of stock rooms and paperwork.

Colin Bell has 20 outlets using the Positive and can quote case studies from five showing considerable improvement in trading figures. He does not see himself setting up in opposition to wholesalers. "We operate in conjunction with wholesalers — the service simply offers the chemist independence. A wholesaler's system is geared to his own inventory; we give a service for lines wholesalers do not carry, such as Revlon, Elizabeth Arden etc."

Positive

The system uses a Norfrond 81 till. Estimated costs for running the system in a shop with OTC sales of up to £2,000 a week are as follows:

	Month 1	Month 2-12	Total
	£	£	£
Norfrond System 81 till	35	35	420
Positive processing	125	125	1,500
Transmission	15	15	180
Listings — extra	5	5	60
Reports — extra	10	10	120
Setting up files	500	—	500
Stock take costs (own staff)	500	—	500
Contingency	20	20	240
Price guns/labels	80	—	80
	1,290	210	3,600

Average weekly cost first year — £69

Average weekly cost subsequent years — £48

Reports are provided on stock replenishment, actual to budget performance, weekly sales and stock, sales performance by product group, profit by product group, and line performance.

The Norfrond till provides price look up for 50 lines — a more advanced model with larger PLU facilities has been launched at EPOS 82. Apart from the till the only other equipment required is a modem or acoustic coupler. The code of the item being sold is checked as it is keyed in (each numerical code has a check digit at the end to confirm the correct sequence of figures is being used). If it is incorrect this is recognised. A legitimate code belonging to another item may get through at this stage, but will be rejected later when correlated to the price keyed in.

Monarch

The objective behind Monarch, says director Mr M. Booth, "was a desire to offer an in-house system at an acceptable price and without any strings attached which may reduce flexibility for the individual pharmacist." The original package was made up of three units: an Omron 80B POS cash terminal, a Commodore 8032 with disc unit of choice, software to control data transfer, and processing.

However the range has expanded to include a choice of POS terminals from £795-£4,000 (the cheapest has PLU for up to 400 items), a choice of Commodore storage units, and either single branch or multiple branch — Multi Monarch (up to six locations) and a choice of multi-user computer configurations based on the Onyx microcomputer (starting at around £6,000). At January prices the Monarch retail package cost £1,200, the prescription label option £400 and the Omron 80B POS terminal from £1,540.

Reports may be printed or displayed on the VDU and may be selected for a specific department, a specified group or supplier. The main system reports are a sales report, a replenishment report, gross sales and VAT. In addition a sales summary, goods received and dispensary usage report are provided.

Riva

Another bureau system, although slightly different to that offered by IRCS. The system consists of three elements: the till, a keyboard (optional — to be used in conjunction with a domestic TV set) and the bureau computer.

The Riva POS till, manufactured by Hewlett Packard, is more complex than that used by IRCS. It has a standard 32K of memory, expandable up to 128K, which gives PLU for up to 25,000 product lines, a built-in RS232 interface for peripherals such as a bar code reader, and a 35-character-wide printer. The 51 key keyboard includes 20 function keys. The till allows 20 programmed questions to be set up and transmitted to the bureau computer.

Information can be put in and received from the system either via the till, or through the keyboard, which may be at a different location, allowing the owner of several shops access to data from all his branches. An "end of day" facility on the till provides reports on a cash analysis, gross margin report, a departmental and VAT analysis.

Unlike IRCS, the bureau computer dials the shop to extract the day's sales information. A low stock report is sent



Courtesy of Riva Turnkey

back to the till and printed when it is opened in the morning. Cost of the till (April prices) is £2,500. The bureau service is £83.33 a month. Cost excludes telephone costs, TV and keyboard, and other extras.

Gallid

This is a stand-alone system based on a DEC PDP 11/23 mini-computer, which can handle up to 12 POS terminals (can be connected by telephone line), a VDU and a prescription labeller (Scriptmaster). The POS terminal has its own memory, a 35 column dot matrix printer, and an RS 232 interface (Gallid believe it could be linked to Unichem's Pride system).

The system provides reports on stock (product codes can be determined by user), manufacturer and product groups, stock deliveries, re-order levels and daily and month end sales analysis (for the previous 13 months).

Hardware costs are: PDP 11/23 - (includes VDU, 256K of memory, 10K hard disc storage, 80 column printer and 4 line interface) £8,000; Prescription label printer £1,500 (includes interface cable for computer and removes the need for a separate printer); POS terminal £1,750.

Software costs: operating software £500; Stock control system £3,000; Label printer software £500.

A typical starter system (computer package, VDU, line printer, POS terminal and full stock control software) would cost around £13,250.

Addresses

Riva Turnkey Computer Systems Ltd, Adam House, 66 Chorley Street, Bolton, Lancs BL1 4AL (0204 391423).

Independent Retail Computer Systems, Brambletye, Emery Down, nr Lyndhurst, Hants SO4 7FH (042 128 2452).

Gallid Ltd, Gallid House, 1 Bilton Road, Rugby, Warks CV22 7AA (0788 74442).

Channel Business Systems, 23 Ferndale Road, Burgess Hill, West Sussex RH15 0HB (Burgess Hill 5802). ■

In next week's *C&D* — points to watch for when choosing your own computer system. A brief guide to things to be borne in mind when shopping around.

A teething baby needs more than a little myrrh

The pain and discomfort of teething is surely enough for a six-month old baby, without him having to put up with other unpleasant side-effects.

Which is why we include a number of rather special ingredients in Dentinox teething gel.

Tincture of myrrh, for instance, is included to correct excessive salivation—a particularly common problem for teething babies. Chamomile tincture helps to reduce inflammation of the troubled gums. And cetylpyridinium chloride lessens the danger of any infection developing.

Our first priority though, is to relieve the pain swiftly and safely. Which is why we include lignocaine hydrochloride. And we make sure that all the ingredients are included at a level that avoids any danger of overdosage. Even if the baby were to swallow the contents of a whole tube accidentally.

So next time a mother of a teething baby comes to you for advice, remember Dentinox. It's specially formulated for babies.

For copies of our clinics poster, mother's leaflet and samples of Dentinox gel, contact D.D.D. Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ.



Dentinox teething gel.
It contains rather special ingredients,
because babies are rather special.



ANNOUNCING

A NEW member of
the **ROBINS'**

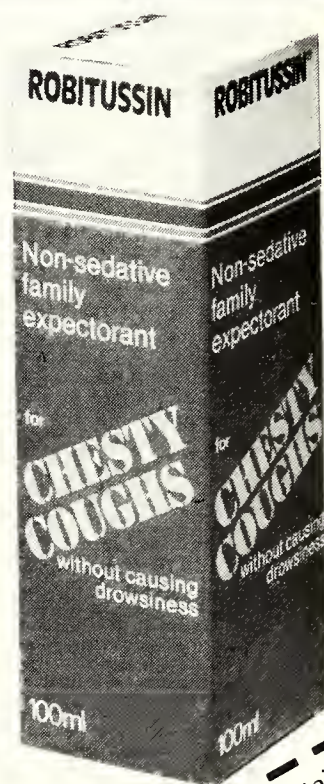


**FAMILY
MEDICINES**

ROBITUSSIN®

America's biggest
selling cough
brand now
available in the
UK in OTC packs

- Effective non-sedative expectorant
- General Sales Listing
- Suitable for all the family
- Advertised directly to the public
— make sure you have stocks!



Generous bonuses available only from your Robins representative. Send the coupon or ring John Lawson on 0403-60361. Full information is available from A.H. Robins Company Limited, Horsham, West Sussex.

Please ask your representative to call to give me more details.
(BLOCK LETTERS PLEASE)

Name _____ Address _____

A.H. Robins Company Ltd.
Horsham, W. Sussex
CD982

NHS remuneration is 'unrealistic' say Macarthys

Department of Health pressure on pharmacists' remuneration results in an unrealistic return for professional services, according to Macarthys Group managing director Albert Slow.

Writing in the group's annual report to shareholders he explains that, while the number of prescriptions handled by their Savory & Moore pharmacy chain remained broadly in line with 1981's levels, the average cost per prescription has obviously increased over the year. The current method of NHS payments, combined with a rise in the costs related to dispensing, means that this results in declining gross margins.

Meanwhile the DHSS continues with its 4 per cent "claw-back" to recover the assumed discount being received by retail pharmacists. This is unsatisfactory, concludes Mr Slow, leading as it does to

"the terms of payment for professional work (being) subject to constant review and indecision."

Savory & Moore's mix of business between NHS dispensing and counter sales remains broadly at 50:50, and average turnover per unit is still increasing as the company proceeds with modernisation plans and with their policy of moving towards larger units. The chain managed to increase turnover by some 7 per cent over the year with trading profit rising by a similar amount (*C&D* July 31, p216). It should be remembered however that they sold six shops during the period, and also acquired three new units. Ignoring these acquisitions and disposals the comparative rate of sales increase is put at 12 per cent. An extraordinary gain of £214,000 shown in the group's profit and loss statement is mainly attributable

to the surplus arising from these transactions.

Savory & Moore hope to "prepare the ground" for point-of-sale computer equipment in their branches by the mid-1980s, but they remain unsure regarding the extent to which such equipment would be useful in smaller outlets which serve the local community and where the product range is wide and the unit sale comparatively small. Much of the progress to be made in computerisation will depend on the speed with which manufacturers adopt a common coding system on their products, Mr Slow points out.

A 'self-inflicted wound'

"By far the most important matter affecting the group", however, is said to be the continuing discount war in pharmaceutical wholesaling, described by group chairman Alan Ritchie as a "self-inflicted wound". Given that a return to resale price maintenance is unlikely, Mr Ritchie sees little hope of wholesalers themselves agreeing on any overall reduction in the level of discounts offered. He feels nonetheless that any such step would be eminently desirable as the present level of price competition is "clearly uneconomic for all participants". There will inevitably be further casualties following Sangers until this is recognised

Methanol

Also to AR specification.

James Burrough Limited

Fine Alcohols Division 60 Montford Place London SE11
Tel: 01-735 8131

ORALCER

SLOW RELEASE FOR **PELLETS** **MOUTH ULCERS**

NOT A GEL — NOT A PASTILLE — BUT PELLETS
that slowly release 2 Active ingredients at site of ulceration
VITABIOTICS LTD. 122 Mount Pleasant Alperton Mddx. 01-903 5541

Give as they Gave

RAFA WINGS APPEAL



DURING SEPTEMBER

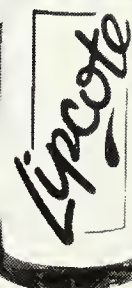


LET YOUR CUSTOMERS IN ON THE LIPCOTE SECRET.

Lipcote is a unique product that seals and fixes lipstick, to prevent fading and smudging

We've designed new packaging and display outers, and it's being backed by an extensive advertising campaign, with over 25 insertions in all the leading women's magazines — namely *Vogue*, *Woman*, *Woman & Home*, *Woman's Journal* and *Good Housekeeping*.

Lipcote is available from:
Dendron Ltd., 94, Rickmansworth Road, Watford, Herts. WD1 7JJ
Tel. (0923) 29251.
Telex No. 935610 (DDD Ltd)



...Sangers purchases contribute to higher borrowing

by the industry, it is concluded.

Another major danger in the current situation is the possibility that low profits will force wholesalers to reduce increasingly expensive stocks of drugs, leading to a decline in the service offered to the retailer. This has only been avoided so far, Mr Ritchie suggests, because business from the pharmacy has been tending to polarise towards just one or two wholesalers.

The group's higher borrowing figure (£5.614m as against the previous year's £1.797m) was partly attributable to the extra finance needed to purchase stocks from the Sangers branches taken over in February. It is pointed out, however, that 1981's figure here was unusually low, and even this year's total is felt to be comparatively modest compared with the group's net worth.

Because the health care market is to some extent protected from the more depressed areas of the economy, Macarthy's tend to be more concerned with establishing their own share of the markets in which they operate, rather than with fear that the markets themselves will contract or disappear. The decline in real personal disposable incomes has nonetheless had some effect on their retail-based activities. While medicines are still needed from the pharmacy, cosmetics and toiletries are increasingly hard to sell, and are now subject to considerable sales competition from other outlets.

Unichem 'threat'

Macarthy's describe Unichem as "a serious threat" to other wholesalers in the market — pointing out that, had Unichem succeeded in establishing in court that profit-share payments were exempt from DHSS discount claw-back (C&D July 24, p148) there would have been a considerable financial incentive for retail pharmacists to become members of Unichem, putting all other suppliers at a disadvantage as a result. Macarthy's were able to convince the court that Unichem's interpretation of the law was incorrect, however, and the market has now returned to "a more normal competitive situation".

Business mix in the pharmaceutical manufacturing division remained broadly the same over the year, and sales here have climbed steadily from approximately £2.9m in 1979 to the £4.887m recorded in 1982. Within the division the sales of Martindale Pharmaceuticals are at present small in relation to the group's overall product range. Mr Slow is, however, confident that Martindale's products will "play an important part" in the group's future development.

After the end of the financial year Macarthy's bought the product Pamorgan



Sir Nigel Fisher, MP for Kingston-upon-Thames (left) officially opening Unichem's new Kingston branch in Cox Lane, Chessington on September 3. He was welcomed by managing director Mr Peter Dodd and shown round the new warehouse and office complex by Mr John Thompson, operations director (second left) and saw the latest live storage system which stocks about 10,000 different medical lines and 7,000 counter products. Paying tribute to the role of pharmaceutical wholesalers as an essential link in the chain of the NHS, Sir Nigel congratulated Unichem on the progress it has made in the past ten years and its emergence as the country's leading pharmaceutical wholesaler. He was particularly impressed, he said, with the speed of funding, acquiring and making operational the new branch which took less than three months following the Kingston fire

from May & Baker, together with two other products from Concept Pharmaceuticals. Although these products have comparatively low turnovers, they are seen as providing the group with the necessary product base to support their marketing and representative activities. The increase in the division's standard formulary medicines business is also continuing.

In general, Mr Ritchie feels the group to have "at least held its own" in the areas of pharmaceutical and veterinary distribution, while market share has been increased for surgical products.

Strong manufacturing

Manufacturing in these areas has "come through strongly", and these companies are now said to have achieved significant market positions in their own right, rather than simply acting as production support for Macarthy's distribution functions. Divisions other than pharmaceutical distribution now account for nearly 50 per cent of group profits.

Turning to the year ahead, Mr Ritchie sees no prospect of dramatic change in the group's markets, anticipating that all divisions will show steady growth and that Macarthy's own product range will continue to expand. Available information suggests encouraging growth in the current year — particularly in pharmaceutical distribution where turnover in April was up 41 per cent on the equivalent month in the previous year.

Astra acquire PMC dental products

Further sales within Guinness Peat's chemicals division have led to Astra Pharmaceuticals acquiring the product licences of the range of dental products manufactured by the Pharmaceutical Manufacturing Co.

PMC still retain their range of veterinary products, but plan to sell these shortly. The sales result from a policy decision made by Guinness Peat in April to slim down their pharmaceutical interests. Regent Laboratories were sold earlier in the year to Executives International SA, taking with them another subsidiary, Wigglesworth Ltd, who manufacture OTC medicines (C&D July 31, p215).

New Era Laboratories and Windsor Laboratories still remain in the chemicals division.

R&C record profits

Reckitt & Coleman made pre-tax profits of £34.07m in the half year to July 3, an increase of £5m on the equivalent period last year and a record at the interim stage. Turnover in the six months reached £450m from 1981's £390m. UK sales rose by 10.4 per cent, giving a 19.7 per cent

Continued overleaf

increase in profits for the UK.

While no divisional breakdown is given at this stage, the company's pharmaceutical activities were said to have turned in the best performance. This is attributed to the benefits of rationalisation, improvements in plant and productivity and general stability in raw material prices. Ethicals did particularly well, with Temgesic in its sublingual form enjoying wide acceptance from GPs. The board is refraining from making any firm prediction regarding the rest of the year, however, due to uncertainty over exchange rates, interest rates and general trading conditions.

Briefly...

■ **Franglere Ltd** have moved to PO Box 201, 17 Winick Street, Warrington, Cheshire WA1 1XR (tel 0925 52176).

■ **Forum Chemicals Ltd**, Lonsdale House, 7 High Street, Reigate, Surrey, have been appointed sole distributor for Meggle-tabletose lactose in the UK.

■ **British Overseas Trade Board** are changing the address of their fairs and promotions branch to Dean Bradley House, 52 Horseferry Road, London SW1P 2AG (tel 01-212 6814).

■ **Microflow Ltd** have relocated their sales and marketing departments to South Way, Walworth Industrial Estate, Andover, Hampshire SP10 5LH (tel 0624 57517). The change takes effect from October 1.

■ **Beaufort Medical Care Equipment** have had a change of ownership, and will now be known as Beaufort Health Care Equipment. New address is Seymour House, 79 High Street, Godalming, Surrey GU7 1AW (tel 04868 28021).

■ **Tip Top Stores** are opening a self-service drug store at 32 Gowthorpe, Selby in the New Year. It will be Tip Top's 75th branch. The former butchers shop of Joy & Sons is being rebuilt and extended, but the shop front retained. Extension will give a sales area of 2,200 sq ft.

■ **Apeils Contracts Ltd** have been appointed UK distributors of the Fama range of metal dispensary drawers. Available in a variety of depths, heights and lengths, the drawers can be seen at the company's Luton showroom, the NPA showroom in St Albans and at Chemex.

■ **Warner-Lambert (UK) Ltd** have set up a new organisation, to be known as Parke-Davis Research Laboratories. Its role will be to co-ordinate the activities of the company's Parke-Davis and William R. Warner medical divisions. The divisions will retain their separate identities and areas of specialisation, but will pool resources for research and development. This comes as the company's marketing and medical divisions move from Pontypool to a new base at Mitchell House, Southampton Road, Eastleigh.

Spices dearer

London, September 7: Several spices have showed an upward trend in price recently. Madras tumeric has risen by £70 metric ton at origin, but spot holders were content to match the cif price which made an increase of £40. Black pepper was up by \$750 metric ton and pimento, aromatic seeds, coriander, cumin and fennel were also dearer. Cloves were an exception among spices, falling £300 metric ton on the spot.

Trading in essential oils remained quiet. Few dealers were prepared to express an opinion on the outlook for the next three months or so but one report received during the week forecast a lower output of new crop peppermint oil in China because of adverse weather conditions. Such reports in the past would have put quotations up immediately, but now they appear to be ignored under the hand-to-mouth buying conditions now prevailing. During the week anise, cassia, Brazilian peppermint and menthol were all lower in the forward position.

Demand for botanicals was also quiet. The following items were unquoted: Curaco aloes, Peru cochineal, senega, ipecacuanha, dandelion and podophyllum.

Pharmaceutical chemicals

Ammonium acetate: BPC 1949 crystals £1.14 kg in 50-kg lots.
Ammonium bicarbonate: BPC £234.77 metric ton, ex-works, in 50-kg bags.
Cyanocobalamin: per g £2.60 in 100-g lots; imported £3.25 in 1-kg lots.
Mersalyl: Acid £80.85 kg in 10-kg lots; £77 kg in 24-kg lots.
 £82.06 kg for 24 kg.
Nicotinamide: £4.42 kg in 50-kg lots.
Phosphoric acid: BP sg 1,750 £0.5773 kg in 38-drum lots minimum.
Potassium ammonium tartrate: £2.76 kg in 50-kg lots.
Potassium bitartrate: £1,050 per metric ton.
Potassium citrate: Granular £1,010 per metric ton. 5-ton contracts £1,002 ton.
Potassium diphosphate: in 50-kg lots; powder £2,110 metric ton ex works.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £2,285.10 metric ton; technical flakes £766 ex works.
Potassium nitrate: Recrystallised £1.72 for 50-kg drums.
Potassium phosphate: monobasic BPC 1949. £1.79 kg in 50-kg lots.
Sulphacetamide sodium: BP £7.20 kg for 50-kg.
Sulphadiazine: BP 68 £5 kg in 250-kg lots.
Sulphadimidine: £4.40 kg for imported in 1/2-ton lots.
Sulphamethizole: £14.80 kg in 250-kg lots.

Crude drugs

Aloes: Cape £1,525 metric ton spot; £1,515, cif. Curacao no spot or cif.
Balsams: (kg) **Canada:** Spot £18.30. **Copalba:** Spot £4.40; £4.25, cif. **Peru:** £9.70 spot; £9.65, cif. **Tolu:** Spot £5.35.
Chillies: Mombassa unquoted; powder £975 per metric ton spot.
Cloves: Madagascar £6,000 metric ton spot £5,950, cif.
Cochineal: (kg) Tenerife black brilliant £16.50 delivered.
Dandelion: No spot or cif.
Gentian root: No spot; £3,100 metric ton, cif.
Ginger: Cochin £1,050 metric ton spot; £1,100, cif. Jamaican No. 3 £1,950, cif, nominal; Nigerian split £550 spot; Indonesian £550 spot.
Menthol: (kg) Brazilian £7 spot; £6.80, cif. Chinese £6.20 spot; £6.30, cif.
Nux vomica: No offers.
Pepper: (metric ton) Sarawak black £860 spot, \$1,300, cif; white £1,300 spot; \$1,650, cif.
Pimento: Jamaican £1,450 metric ton spot; £1,330, cif.
Seeds: (metric ton, cif) **Anise:** China star £2,350. **Celery:** Indian £625. **Coriander:** Moroccan £360. **Cumin:** Indian £1,100. **Fennel:** Chinese £625. **Fenugreek:** Moroccan £325; Indian £400.
Turmeric: Madras finger £430 metric ton spot and cif.

Essential and expressed oils

Anise: (kg) Spot £12.50; £10.50, cif.
Cassia: Chinese £52.50 kg spot £51, cif.
Eucalyptus: Chinese £2.85 kg spot; £2.75, cif.
Fenel: Spanish sweet £7.50 kg spot; bitter £7.40.
Geranium: Bourbon £37 kg spot; £36, cif.
Mandarin: £18.50 kg spot.
Nutmeg: East Indian £8.80 kg spot; £8.40, cif, English distilled £15.
Peppermint: (kg) Arvensis — Brazilian £7.60 spot, £7.75, cif. Chinese £4 spot; £4.05, cif. American piperata £13.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Continued education

A three year course comprising 12 study days and designed to satisfy the continuing education requirements of the College of Pharmacy Practice has been launched by North West Thames Regional Health Authority. The formal lecture content has been reduced and "Working groups" of ten introduced, with lecturers briefed on the community pharmacist's background and problems.

This year's course will be held on four Sundays between November and April at two centres and on different days. The centres will be Northwick Park Hospital, Harrow, and Queen Elizabeth II Hospital, Welwyn Garden City. The number of places at each centre is limited this year to 60. Preference will be given to participants who are prepared to commit themselves for at least one complete year.

The topics for study on the four days in year 1 are: The alimentary tract; Developing communication skills and Paediatrics; The respiratory tract and ENT problems; The pharmacy ethic and Geriatrics. Further details from Dr A.D.J. Balon, publicity officer (01-229 0958) and course organiser Dr N.D. Harris (01-351 2488 ex 2415).

Tuesday, September 14

Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8pm. "Weight watchers," Mrs Lucille Brooks.

Saturday, September 18

Hull Pharmacists Association, Hull Bowl, Sutton Fields Estate, at 7.45pm. Ten-pin bowling competition.

Advance information

British Homoeopathic Association. Study course in homoeopathic pharmacy at the Victory (Services) Association Ltd, 63 Seymour Street, London W2.

Registration fee £25 for six days (all Sundays) on September 19, October 17, November 21, December 19, January 16, February 20. Course details from Mrs M. Munday, British Homoeopathic Association, 27a Devonshire Street, London W1N 1RJ (01-935 2163).

CLASSIFIED

Post to

Classified Advertisements,
Chemist & Druggist,
Benn Publications,
Sovereign Way, Tonbridge,
Kent TN9 1RW.
Telephone Tonbridge (0732)
364422. Telex 95132.

Ring Joanna Young for further
information on extension 322.

Publication date

Every Saturday

Headings

All advertisements appear
under appropriate headings.

Copy date 4pm Tuesday prior
to publication date.

Cancellation deadline

5pm Monday prior to
publication date.

Display / Semi Display £10.00
per single column centimetre,
min 30mm. Column width
42mm.

Box Numbers £2.50 extra

Series Discounts

5% on 3 insertions or over.

10% on 7 insertions or over.

15% on 13 insertions or over.

Business Wanted

ACQUISITION

Long established international company based
in South East England is interested in
acquiring business with established product
lines. Distributed in hardware, chemists or
departmental store outlets.

Please write in confidence to:

Box C&D 2870

Business for sale

Proprietary OTC medicines for sale

Three small, very profitable, long established
products for sale, with national sales through
chemists' wholesalers and exports. Current turnover
£32,000 pa with extra potential export orders.

For further details write to Box C&D:

**Classified Advertisements, Chemist & Druggist,
Benn Publications, Sovereign Way, Tonbridge,
Kent TN9 1RW.**

Trade services

BRODIE MARSHALL & CO

66 Bolsover Street London W1P 8BN Tel. 01-388 2272

THINKING OF SELLING YOUR BUSINESS.....

then you may be interested to know that we are obtaining exceptional prices for Retail
Pharmacy Businesses & Drug Stores — and even lock-up shops are commanding high
prices at present. We are experiencing an unprecedented demand for genuine
concerns in the West End & City, Greater London and its Suburbs, the Thames Valley
and West Country, all the Southern Coast Counties, East Anglia, the South Midlands,
Yorkshire and the North East, Greater Manchester, the North West and Border
Counties. If you are planning a move now or in the near future a personal discussion
with one of our Partners can be arranged quickly and without obligation.

Agents

André Philippe

AGENT WANTED

Competent well established Agent, calling on
Chemists, Drug Stores, Departmental Stores,
for the

BIRMINGHAM AREA

An excellent post. Contact:

**Sales Director of André Philippe Ltd,
71 Gowan Avenue, Fulham, London SW6 6RJ.
Tel: 01-736 2194/2397.**

All applications acknowledged.

Business opportunities

Marketing Opportunity

Well established manufacturer with high quality,
medium price sunglass range of proven sale ability.
Seek to co-operate with reputable company which
has active sales force calling on **Retail Chemists**.
Main sales areas to be covered include London and
South East England. Initially please send details of
sales coverage to:

The Managing Director

Box C&D 2871

Agents

AGENTS REQUIRED

To sell air ionisers in UK or export. Good sales
already established in many areas, minimum
earnings should be £5,000 pa. Vacancies exist
in the following:- Glasgow, Manchester,
Bristol, Tyneside, Yorkshire, London, East
Anglia and East Midlands.

Tel: B. Spivack on 0695 22141 ext. 10

AGENTS

required to sell an
interesting medium
price fragrance. Good
commission. Write to
Box C&D 2872

REPS/AGENTS Needed for London
Fashion Jewellery Company. Excel-
lent Salaries & prospects offered for
right people. Apply now — Tele-
phone: 01-640 8162.

Cash register services

CASH REGISTER SERVICES

offer 24 hour 7 day breakdown service.
Loan machines, supplies, new and rebuilt
machines and hiring.

285 Hertford Road, Edmonton N9 7ES.
Telephone: 01-805 5143, 01-341 4302 or
01-367 6767. Ext. 1335.

Stock for Sale

CHRISTMAS 1982

BAGS, WRAPPING PAPERS,
PURSE CALENDARS, CREPE
PAPER, CARRIERS, GIFT
TAGS, PAPERMATE PENS,
DIARIES, ETC.

Available as usual from:

**JAMES TOWNSEND
& SONS LTD.**

PO Box 12
Western Way, Exeter EX1
2AB.

Write or phone Exeter
79731 for Christmas List.

*Orders accepted now for
delivery when required.*

Stocks for sale

Grand Christmas Trade Show

By Bentley Bolton & Co

Come and see us at the Royal Victoria Hotel, Sheffield on 15th 16th and 17th September 11.30am to 9.30pm.

Huge range of Christmas merchandise 'Enry Cooper will attend on Friday 17th September at 7pm.

Ring 0742 589000 for details.

We look forward to seeing you.

PERFUMES COSMETICS CHEMIST

* SUNDRIES *

PASCOS COSMETICS SALES

425c Harrow Road, Paddington W10

Tel: 01-960 0319. Telex: 8813271

* Xmas sets now in stock. Also branded perfumes at very competitive prices. Please telephone us for our rep. to call or for our special offer price lists. Next day delivery. Open 7 days. Ample parking.

PERFUMES/ COSMETICS

A wide range of branded and non branded.

SHURE ENTERPRISES

5-7 Great Eastern Street, London EC2

Tel: 01-247 3122 or 01-247 7340

Open Mon-Fri 9.30am-6.30pm, Sunday 8.30am-2.30pm

We deliver reasonable orders.

PIL FOOD

100 capsules.

30 day course. £14.80 r.r.p.

PIL FOOD

Swiss biological for the pharmacy with top selling margins available. Macarthy's plus Horcastle & Robin in London.

Pil-Food Ltd, 36 Haven Green, W6. 01-997 5713

DYKE AND DRYDEN

Europe's largest distributors of afro hair preparations and cosmetics.

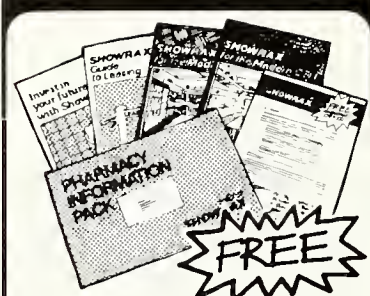
Telephone: 01-808 7624.

01-808 7618.

01-808 9915.

Shopfittings

SHOPFITTING



Everything you need to know is in this FREE pack, sent by return of post.

SHOWRAX

Tower Works, Lower Road, Gravesend, Kent, DA11 9BE
Tel: Gravesend (0474)60671

FINE GRINDING

Pharmaceutical powders ground to your own specification at very competitive prices.

Please reply:

Box C&D 2868

ONE-SIZE TIGHTS

from £2.60 doz. plus VAT.
Min. order 10 doz.
overall. CWO. Carriage free. Full range Price List.

E. & R. Kaye,
16/18 New Bridge St.,
London EC4
Est. 40 years.

EXPORT/IMPORT

PHARMACEUTICAL
for Africa, Middle East
and worldwide. Buying
or selling contact us

Telex 923421
WEMSEC-G,
Attn Mr. Jeffrey

Shopfittings

SHOPFITTING

for the

Professional Retailer

*Creative Design
Professional Manufacture
Total Contract
Prompt Installation
Attractive Finance Facilities*

SHOPFITTING & DESIGN CENTRE
2A HALLATROW RD, PAULTON, AVON (0761) 418941

LUXLINE SHOPFITTINGS for the PHARMACY

N.P.A. & NUMARK APPROVED

A modular system for the pharmacy together with a full shopfitting service.

Write or phone to David Olney:-

CAMBRAVALE LTD.

8 COMMERCE WAY, LEIGHTON BUZZARD, BEDS.
(0525) 381356. Telex: 826715 AREO G.

marspec SHOPFITTING LTD

Attractive modular shopfittings at competitive prices.
For a new perspective in pharmacy design.

Telephone: 0392 216606.
Unit 4B, Grace Rd, Marsh Barton, Exeter, Devon.

GERALD FRASER

WHOLESALE
COSMETICS

IF YOU WANT

**FRENCH PERFUME
ENGLISH PERFUME
DISCOUNT PRICES
DISCOUNT
COSMETICS**

Give us a call at:

402 Cheetham Hill Road,
Manchester
061-740 9811

Open 9.30-5 weekdays;
10-2 Sundays

IF IT'S LIQUID... WE DO IT!

AND WE'VE BEEN DOING IT WELL FOR YEARS

RANSOMS MANUFACTURE LIQUID FORMULARY AND GENERIC
MEDICINES AS WELL AS A WHOLE RANGE OF GALENICALS

Ransoms combine the established virtues of dependability and fair dealing with a totally modern outlook and a keen appreciation of the demands and needs of today.

Our extensive range of Standard Medicinal Products includes applications, elixirs, inhalations, linctuses, liniments, lotions and mixtures. Other main product

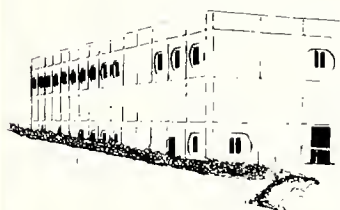
groups comprise soft, concentrated and powdered extracts, resins and oleo-resins, essential oils and chlorophylls.

From the purchase of raw materials to manufacture, analysis and packaging, our quality control is designed to safeguard the interests of customers and maintain the enviable reputation of the Company.

CONFIDENTIAL MANUFACTURING SERVICE

We will also make up to your own formula, applying the same rigorous standards of control and quality. Or we can design and develop to your own specifications. Write in or telephone us in confidence for further details of our service.

You know the name well
Get to know the Company better



William Ransom & Son Limited

104 Bancroft, Hitchin, Hertfordshire SG5 1LY

Telephone: Hitchin (0462) 4575/7 Telex: 825631

Established 1846

INTERNATIONAL REPUTATION

A WORLDWIDE SERVICE



...and now the **GOOD NEWS!**

Discover the Value of Vykmín!



The bigger value capsule, with ten vitamins and six minerals, that's Vykmín.

The bigger profit capsule, premium priced with generous margins – that's Vykmín.

The better noticed capsule, with big-space ads running in leading dailies and women's magazines from now to March – the peak-selling months. Plus lively display material from your Beecham representative.

No one offers you more, so stock and display and discover the value of Vykmín yourself!

BEECHAM HOME MEDICINES

Good news for sales